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March '77
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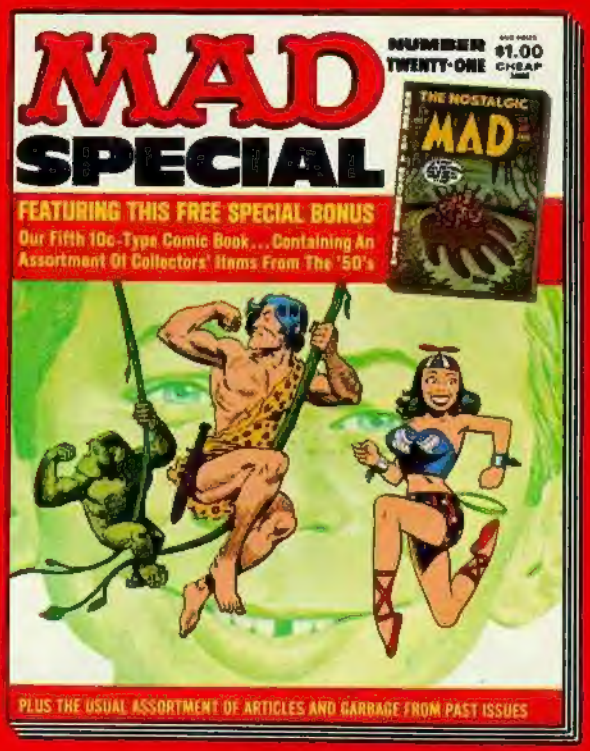

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NUMBER 189 MARCH 1977

MAD

"Nature tends to fill a vacuum . . . but so does the act of cleaning the house!"—Alfred E. Neuman

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JOHN PUTNAM *art director* LEONARD BRENNER *production*
JERRY De FUCCIO, NICK MEGLIN *associate editors*
JACK ALBERT *lawsuits*
GLORIA ORLANDO, CELIA MORELLI, JANET SERPICO,
DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

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COVER IV—ARTIST: BOB CLARKE—WRITER: BILL JOHNSON JR.

VITAL FEATURES

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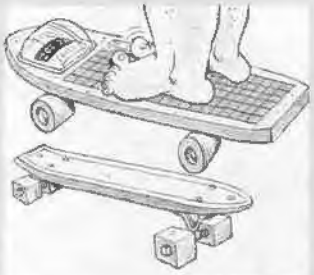

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Yep, Jimmy . . . the guy who carts the orders for our full-color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid, to the post office . . . just quit. "I'm making peanuts on this job 'cause there's nothing to cart!", he complained. So help us give Jimmy full employment. Send: 35¢ for 1, 75¢ for 3, $1.55 for 9, $3.15 for 27 or $6.35 for 81 to MAD 485 MADison Avenue, N.Y., N.Y. 10022

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William M. Gaines, Publisher

LETTERS DEPT.

GALL OF THE PRESIDENT'S MEN

I heard about Watergate but I think "Gall Of The President's Men" is a worse crime!

Jimmy Bartlett
Scar., Ont.,
Canada

Any national conspiracy that activates the combined talents of a Woodward-Bernstein, a Redford-Hoffman, and a Drucker-Siegel, can't be all bad!

Vito A. Oliva
Clifton, N.J.

Jerry Ford went out in his most imposing role; the clincher in a Drucker-Siegel movie epic!

Vale Fontaine
Mt. Clemens, Mich.

I saw the movie "All The President's Men" and I didn't understand it. I also read your satire and I still don't understand it.

John Devito
Akron, Ohio

MAD PEEK AT CAR RENTAL COMPANIES

With reference to the article on "Car Rental Companies" by Stan Hart and Bob Clarke, I take offense to the sarcastic inference that Altoona, Pennsylvania is dullsville. I happen to be quite proud of Altoona and am happy to invite you to visit here anytime. Keep in mind, however, that Altoona is closed on Saturdays and Sundays.

Barry E. Gaut
Altoona, Pa.

Where was O.J. Simpson, the Rent-A-Star for Hertz? Aside from his football and acting accomplishments, O.J. has set a track record for running through airports in the One Minute TV Commercial.

Kathy Quail
Georgetown University
Washington, D.C.

A MAD Burst By O.J. Simpson, Superstar Of Rent-A-Car

BAUBLE HYMN OF THE REPUBLIC

Frank Jacobs's "Bauble Hymn Of The Republic" was the best feature in your latest issue. May I have your permission to make a few copies to put up for the education of our staff? We firmly approve of your comments on the Franklin Mint; perhaps an article on such organizations is in order. As to "Gall Of The President's Men", well, I always thought Deep Throat was David Eisenhower.

J.B. Post
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Philadelphia, Pa.

CRAPPY DAYS

Throughout "Crappy Days", Angelo Torres drew The Fonz like The Joker in Batman. I'd say we readers have been hood-Winklered!

Adam Derman
Metuchen, N.J.

Angelo Torres and Arnie Kogen have the Nerd Instinct!

Lawrence Williamson
Woodland Hills, Calif.

GREAT MOMENTS IN BAD TIMING

"Great Moments In Bad Timing" came out at a very bad time. Just when I was ready to subscribe to MAD!

V. Pruchniewski
Detroit, Mich.

GUESS-WHO MAD COVER

I wondered when you were going to jump on the bandwagon and give us a look at your version of The Fonz. You know something? Even in disguise, he's much better looking than Alfred E.

Robert Kryzak
Cody, Wyoming

I loved your cover on issue #187. Who was it, anyway?

Bruce Sutay
Trumbull, Conn.

Boy, when you guys get a hot "non-exploitative" idea like putting you-know-who incognito on your cover, you don't "sit on it", do ya?

Rulon Foster, Jr.
Siloam Springs, Ark.

MAD PUBLICITY HOOPLA

Thank you for including *Dr. J* in the line of people waiting to buy MAD at the newsstand (inside front cover, #187). He's my favorite basketball player and I think he deserves the publicity. Whether having your picture in MAD is *good* publicity, I'm not quite sure.

Dan Larkin
Fullerton, Calif.

How about $3,000,000 worth of publicity!-Ed.

IF THE RHYME FITS

O, writers sardonic, alert and laconic
How does your magazine sell?
By taking a matter, declining to flatter
And blasting the system to hell.

William A. Conder
Paris, Texas

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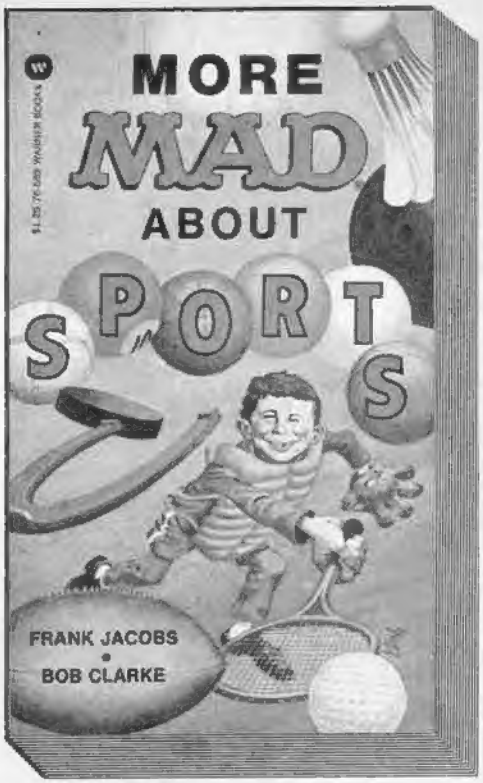

have not read this book . . . mainly because it just came out! So beat these guys at their own games! Quick! Get

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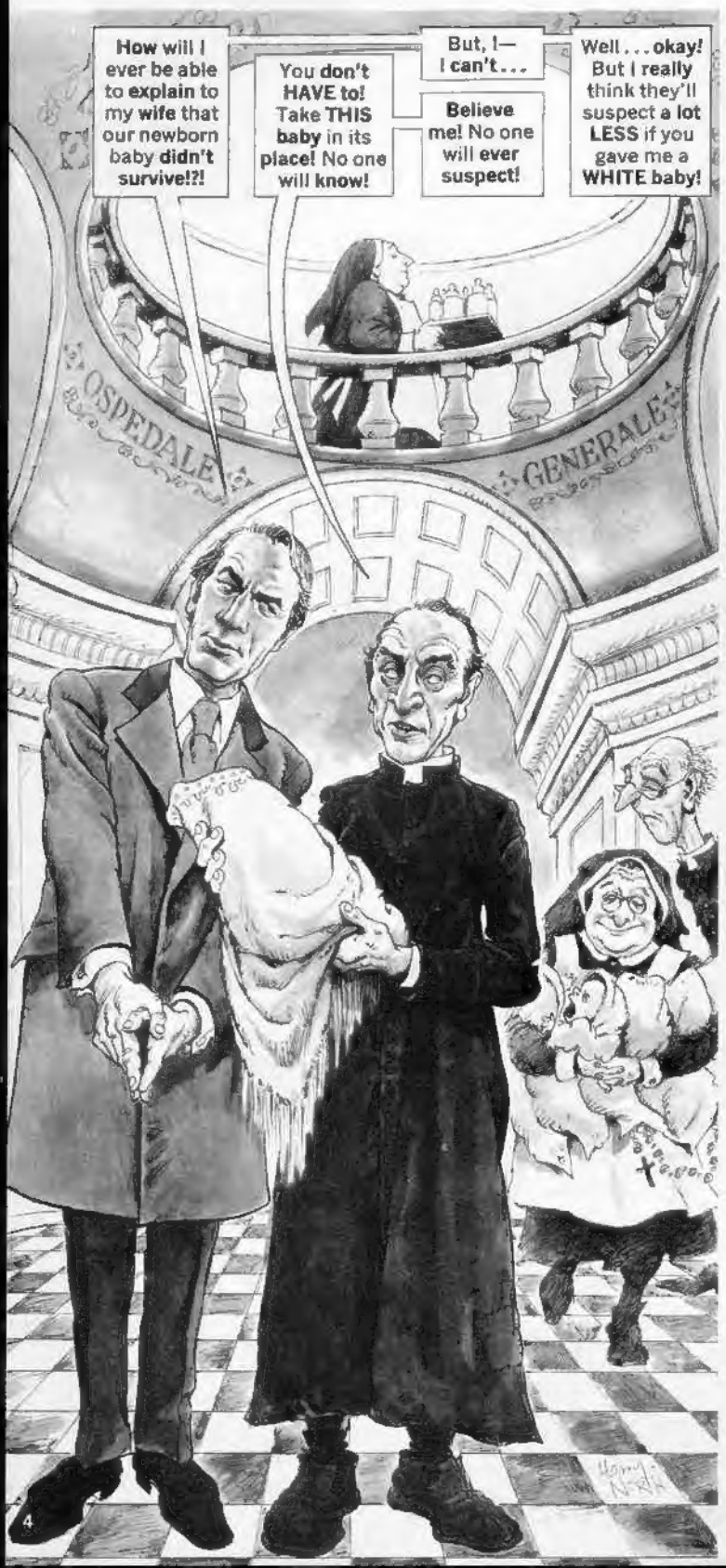
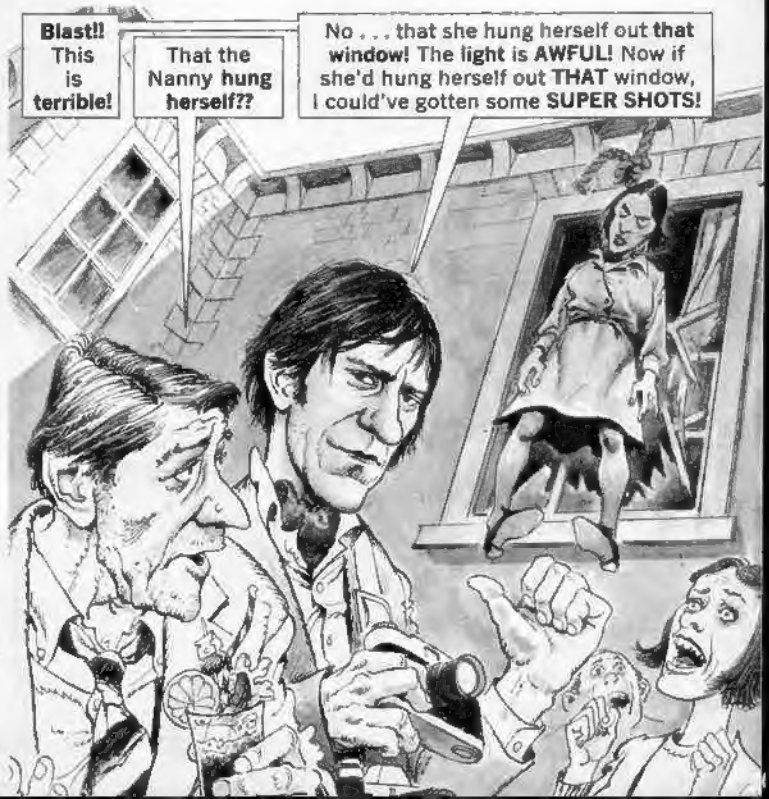
PECK'S BAD BOY DEPT.

The Devil means big business for the movie industry these days. First came "Rosemary's Baby"... then "The Exorcist" ...and now, this latest film. It's apparent movie fans go for

THE O





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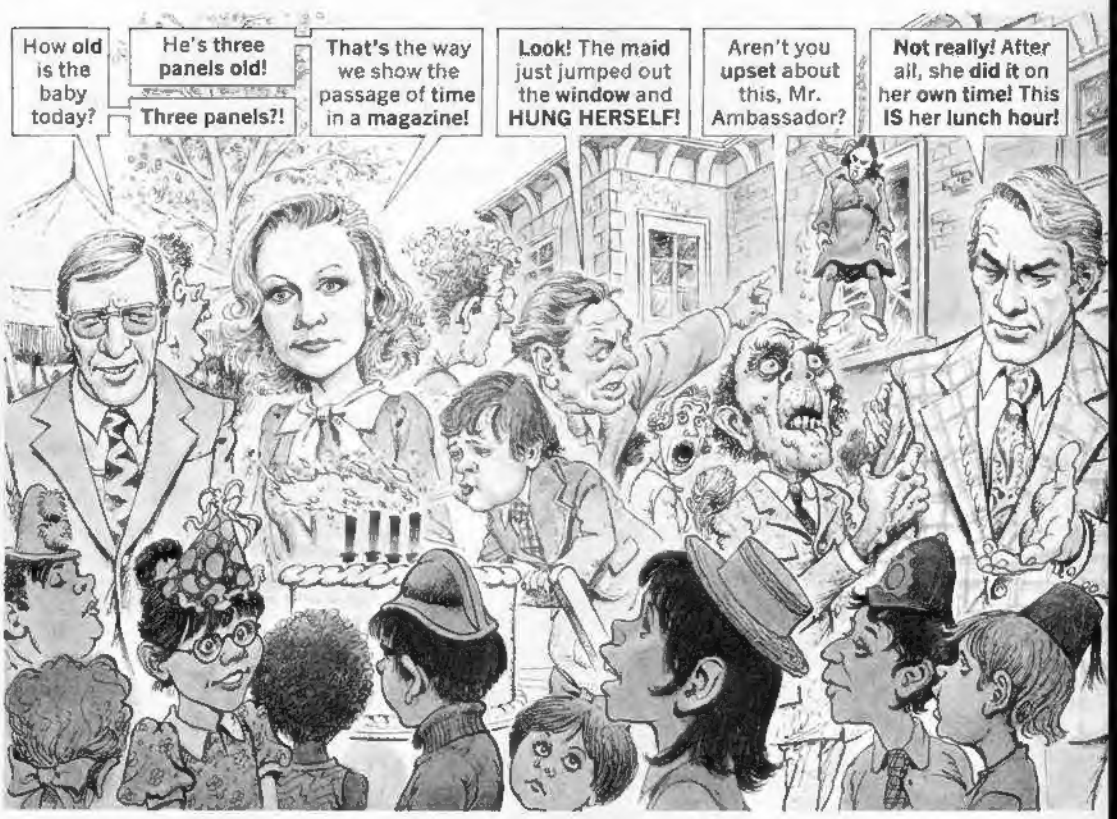
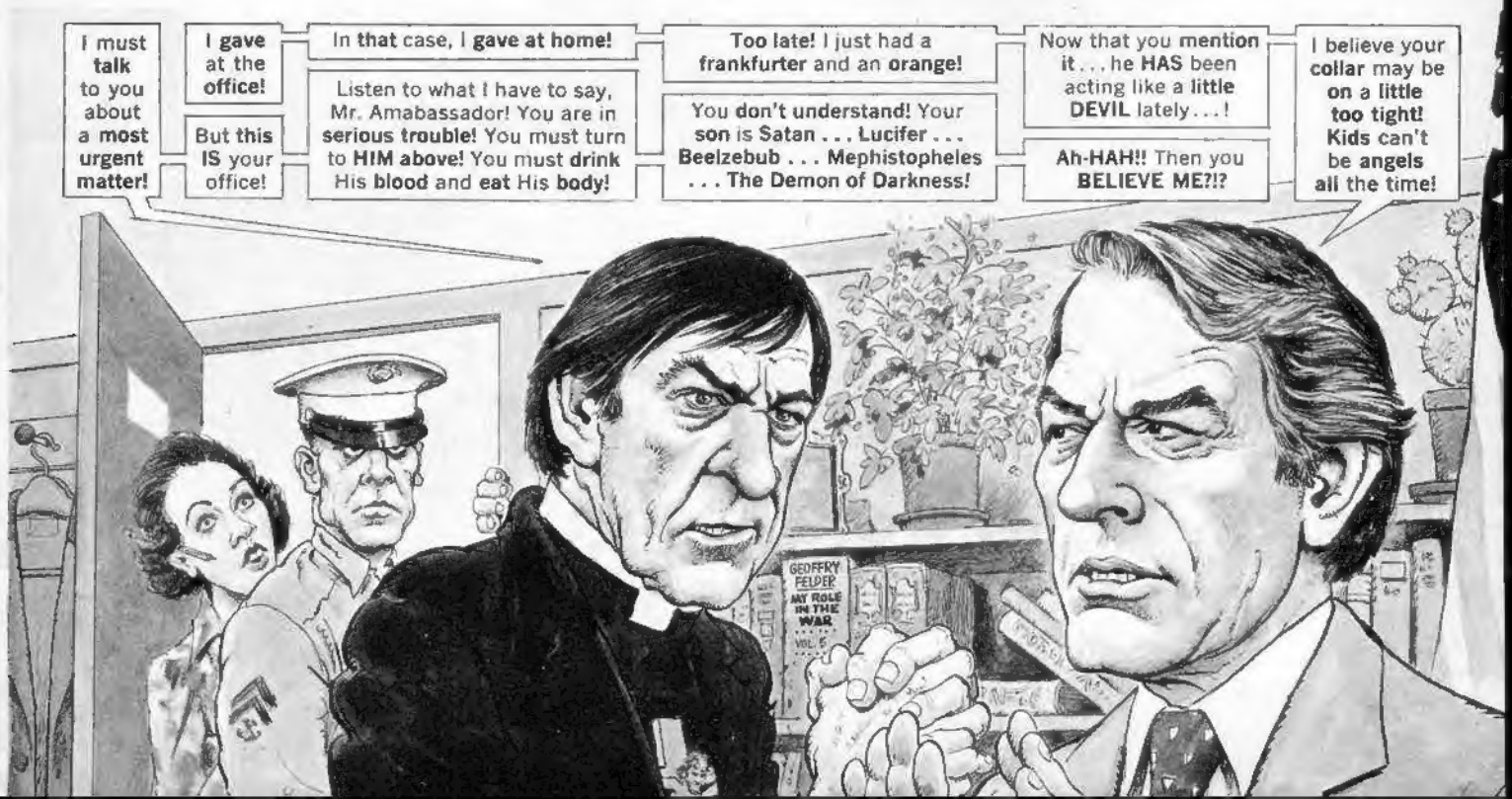


ARTIST: HARRY NORTH, ESQ.

WRITER: DICK DE BARTOLO



Mrs. Warlock, my husband and I are a **little concerned!** You came here and said you were Demon's **new Governess,** and yet **neither** of us **hired** you!

I **know,** Mum! But when I saw the **old** Governess hanging out the **window,** I began to suspect that you might have an **opening** here! Besides, I have **references!**

I can't put my **finger** on it, but there's something **odd** about that new Governess!!

I feel it, **too!** But she **DID** give us **references!**

You call the **Marquis de Sade** and **Adolf Hitler references?!**

This is Demon's first visit to a **Church,** and he seems **upset!** I don't know why he's **acting** this way, Father!

No!! **No!! Please,** Mommy! Take me **home!!**

That's all right, Mrs. Horns! You **needn't** come into the **Church!** We can take up the **collection** out here in your **car!**

OWCH!

USA 1

I'm starting to worry about Demon! There's **something** strange about him! That big commotion at **Church** today! And yesterday, he brought me a **report card,** and he got all **STRAIGHT A's!!**

What's strange about **that?**

He doesn't go to **SCHOOL** yet!

Mrs. Warlock! What is this **DOG** doing here?! Get **rid** of him **immediately!**

I thought he would make a **good watchdog** for the **child!**

Well . . . I'm afraid he might not like the **rest** of the staff!

But he **LOVES** the rest of the staff, Sir! Why . . . only this morning, he **LICKED** two of them to **DEATH!**

I'm going to have to see a **Psychiatrist,** Roburn! I just **can't stand** that **frightening thing** . . . **growling** and **snarling** and always **snapping** at me!

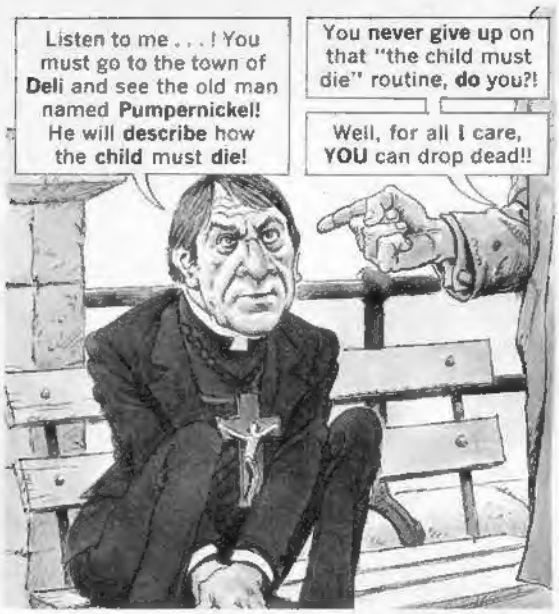
I **told** Mrs. Warlock to get **RID** of the **dog!**

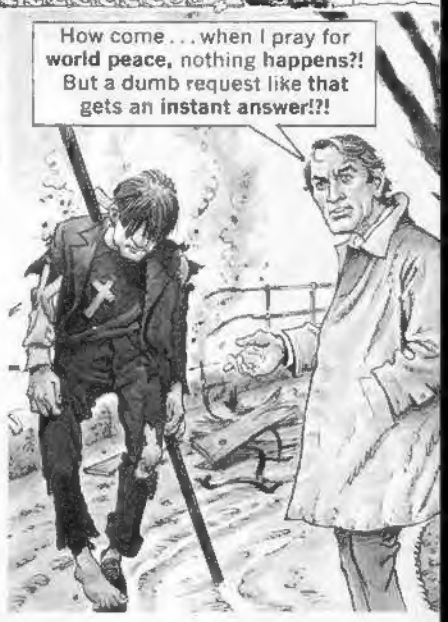
The **dog** is **FINE!** I'm talking about **DEMON!**

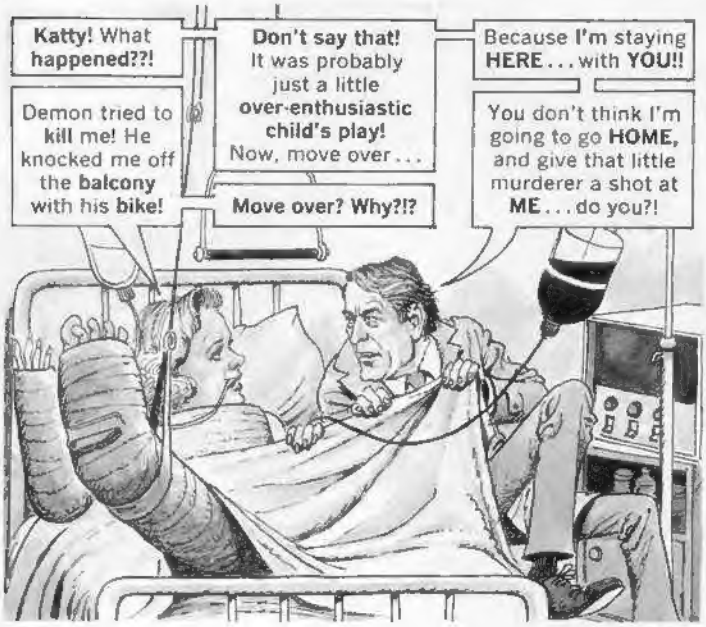
Okay, you said you had to see me again! What is it now, Father . . . ?

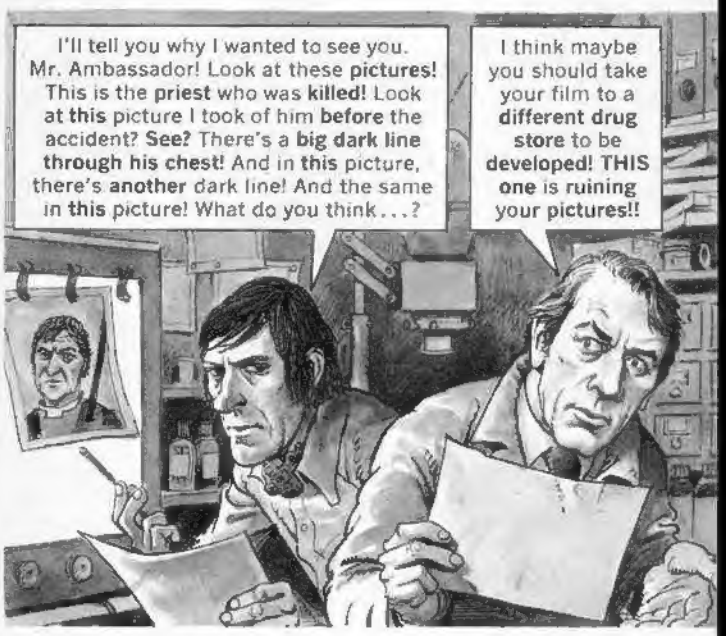
From the Eternal Sea he rises,
Creating Armies on either shore,
Turning Man against his Brother,
'Til Man exists no more.

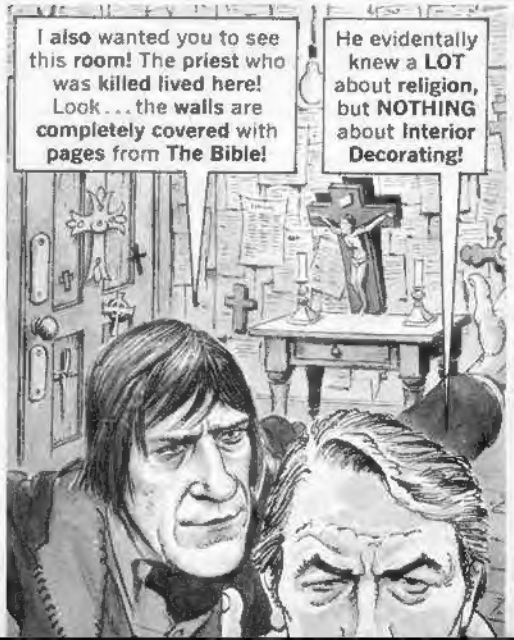
Hi diddle diddle,
The Cat and the Fiddle,
The Cow jumped over the Moon-y!
So take your Poem,
And go on Home,
Or I'll have you committed . . .
You **LOONEY!!**


Listen to me . . . ! You must go to the town of **Deli** and see the old man named **Pumpernickel!** He will **describe** how the **child** must **die!**
You **never give up** on that "the child must die" routine, **do** you?!
Well, for all **I** care, **YOU** can drop dead!!

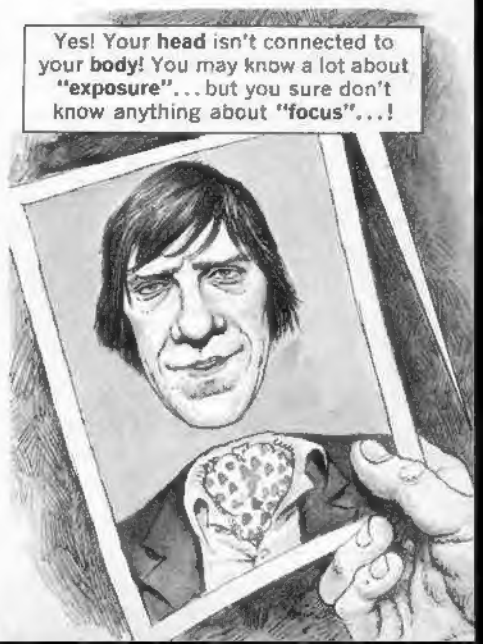

How come . . . when I pray for **world peace,** nothing **happens?!** But a dumb request like **that** gets an **instant answer!?!**


Katty! What **happened??!**
Demon tried to **kill** me! He knocked me off the **balcony** with his **bike!**
Don't say that! It was probably just a little **over-enthusiastic child's play!** Now, move over . . .
Move over? Why?!?
Because **I'm** staying **HERE** . . . with **YOU!!**
You don't think I'm going to go **HOME,** and give that little murderer a shot at **ME** . . . do you?!


I'll tell you why I wanted to see you. Mr. Ambassador! Look at these **pictures!** This is the **priest** who was **killed!** Look at **this** picture I took of him **before** the accident? **See?** There's a **big dark line through his chest!** And in **this** picture, there's **another** dark line! And the same in **this** picture! What do you think . . . ?
I think maybe you should take your film to a **different drug store** to be **developed! THIS one** is **ruining** your **pictures!!**


I **also** wanted you to see this **room!** The **priest** who was **killed lived here!** Look . . . the **walls** are **completely covered** with **pages** from **The Bible!**
He evidentally knew a **LOT** about **religion,** but **NOTHING** about **Interior Decorating!**

I want to help you get to the **bottom** of this mystery . . . and I'll show you **why!** This is a picture that I took of **myself** . . . with a **self-timer** . . .
Do you notice anything **strange** . . . ?


Yes! Your **head** isn't connected to your **body!** You may know a lot about **"exposure"** . . . but you sure don't know anything about **"focus"** . . . !

I'm looking for the birth records from five years ago, Sister, but I understand there was a fire! Did the records burn?

No... they were stored in the basement—

Thank God!

—where they were ruined by the water they used to put out the fire!

Well, there was a priest here five years ago! He was tall... good looking... with beautiful piercing eyes and dark skin—

Please! Stop!

You know who I mean?!?

No... but you're turning me ON!!

The priests of the Monastery at Las Zagna were right! Father Splatto IS here! That's him!

Good Lord, What happened to him?

He—he fell from Grace!

But... that doesn't explain his terrible condition!!

Grace was on the fifth floor! He was visiting her when the fire broke out!

He can't talk! He just writes!

Father, tell me!! Where is the real mother of my son? TALK TO ME! TALK TO ME!!

He's writing something!! He's writing, "D-O-N-'T... S-H-O-U-T—" DON'T SHOUT!!

Now, he's writing something else! He's writing, "6—6—6"!

Does that equal the "Diabolical Trinity," Father?

No... he says, "It equals 16"!

He's forgotten his religion!

AND his Math!!

Are you sure this is the place the priest described?

He said it was a desolate place, wrecked and strewn with bodies! What other place fits the description?

The Howard Johnson Motor Lodge, down the road!!

This is the grave where the real mother of my son was supposed to be buried! But all we've found inside is the skeleton of an animal! It looks like a WOLF!!

Well... at least now you know why your son stays up all night and bays at the moon!

We're being attacked by dogs!! I think they're MAD!!

Well, let's just say they're NOT PLEASED! They must be looking for a bone!

In a CEMETERY?!? There must be forty million bones here! They're looking for MEAT!!

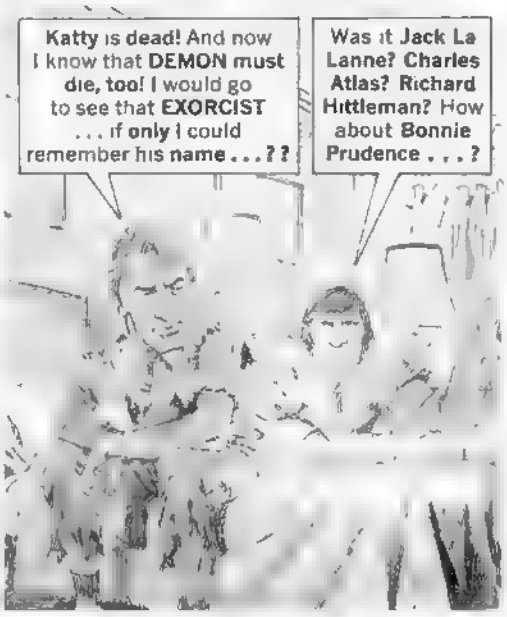
But we don't HAVE any meat!

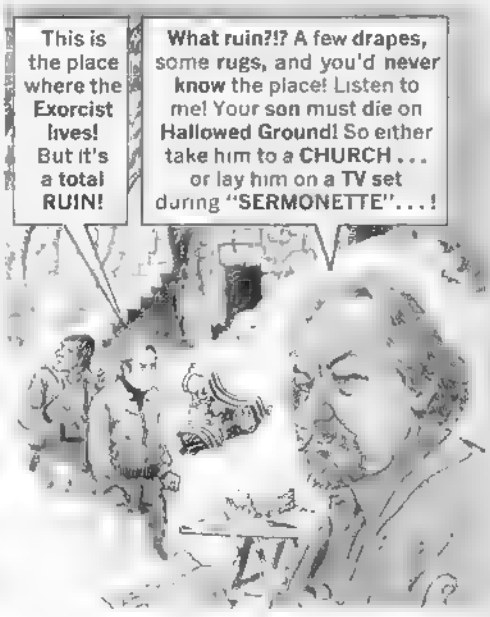
YOU tell THEM that!!

Katty, listen to me! Things are getting out of hand! you must leave the hospital immediately!
But I'm in traction, I'm on intravenous feeding, I'm connected to a heartmachine . . . and I'm still in the Intensive Care unit!
Katty, this is no time to pull that "helpless female" stuff! Leave that hospital NOW! IMMEDIATELY!!
TELEPHONE

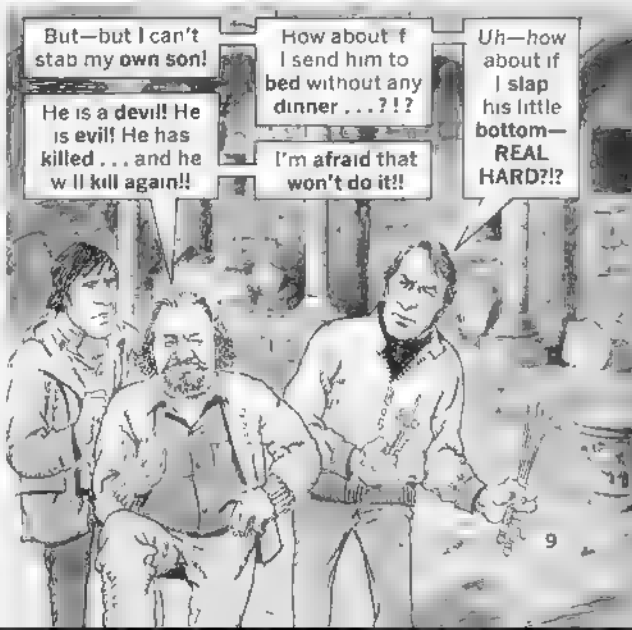
Mrs Warlock . how come, when I said I have to leave the hospital immediately, THAT's the order you decide to obey?!?
I mean, you didn't have to take me LITERALLY-Y-Y-Y—

Good Lord . . . that was terrible! Shall I call an ambulance?
Why bother?!? She landed on one!!
EMERG
AMBULANCE


Katty is dead! And now I know that DEMON must die, too! I would go to see that EXORCIST . . . if only I could remember his name . . . ? ?
Was it Jack La Lanne? Charles Atlas? Richard Hittleman? How about Bonnie Prudence . . . ?


This is the place where the Exorcist lives! But it's a total RUIN!
What ruin?!? A few drapes, some rugs, and you'd never know the place! Listen to me! Your son must die on Hallowed Ground! So either take him to a CHURCH . . . or lay him on a TV set during "SERMONETTE" . . . !

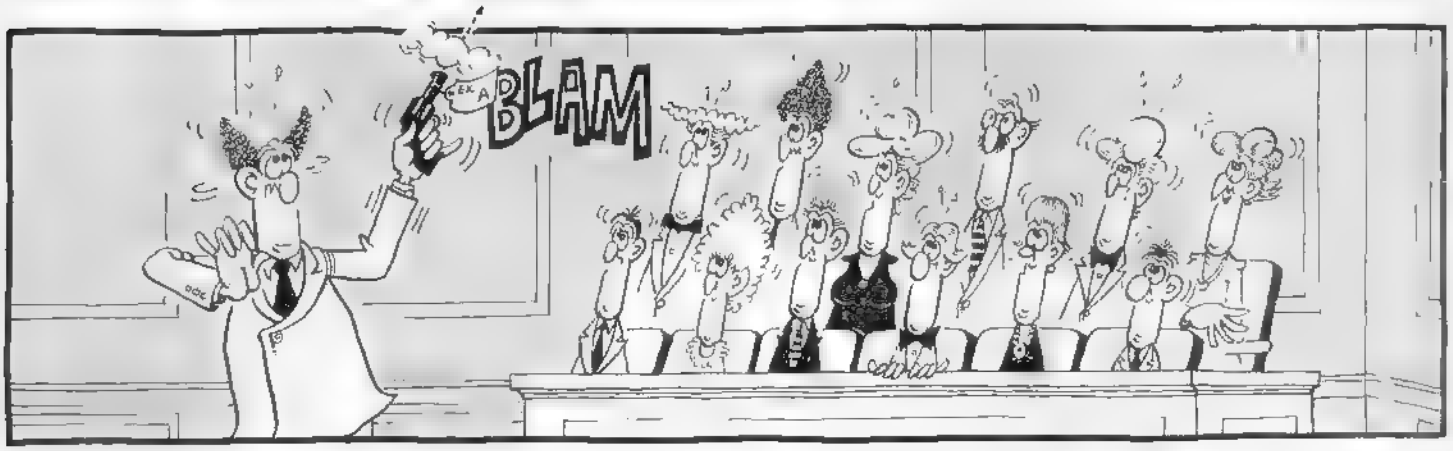
Now . . . this knife will extinguish his breath!
And this knife will drive out the devil!
And this knife will open bottles and cans!
This entire set is yours for only $9 98 . . .
And if you order NOW—

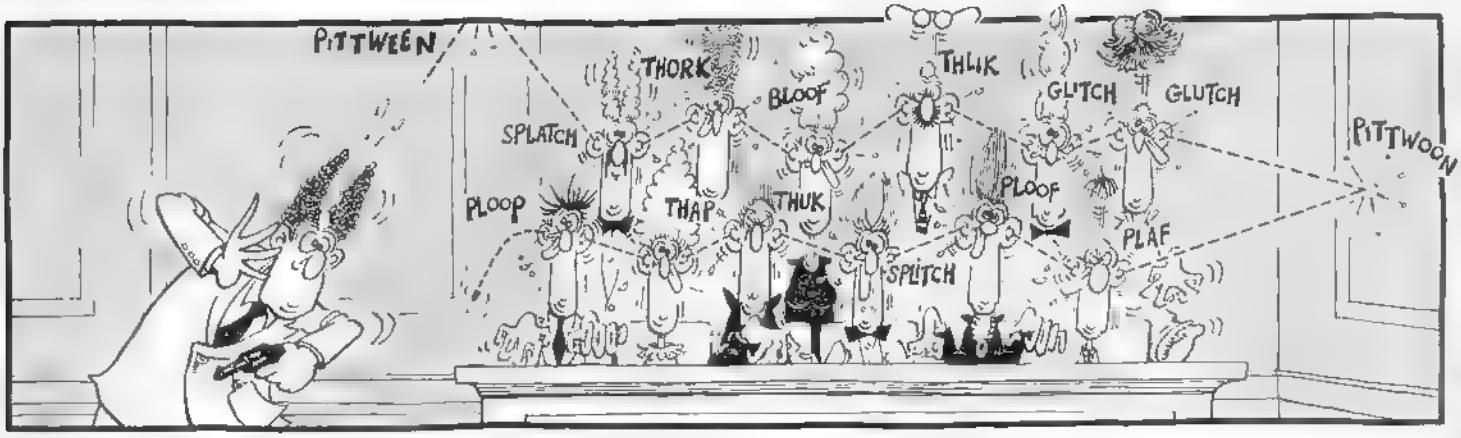

But—but I can't stab my own son!
He is a devil! He is evil! He has killed . . . and he will kill again!!
How about if I send him to bed without any dinner . . . ? ! ?
I'm afraid that won't do it!!
Uh—how about if I slap his little bottom—REAL HARD?!?

Can you imagine?!? That Exorcist wants me to stab my own son! Well, I won't do it!!
Then I will! Give me those knives!!
I will not!!
You will so!!
Hey! Now, don't lose your head over this thing!!
Is there something wrong with my speaking voice?!?
I said "DON'T lose your head over this thing!" !!
Demon, if I don't go through with this, do you promise to eat all your vegetables . . . and clean your room . . . and stop killing everyone?
Don't DO that—or I'll shoot!!
But I must! This child is THE DEVIL!!
Look, Mac! I got four kids of my own, and none of them are ANGELS! I think you're OVER-REACTING!!
How dare you accuse me of over-acting!! The child must die!!
Drop the knife!! Drop it!!
We've lost a very good Ambassador, Mr. President! He had a wonderful way with foreigners!!
Yes . . . but he wasn't too good with kids!
However, I will raise his son here . . . in the White House . . . with me!
I know I'm terribly miscast in this movie!
I know I'm supposed to look evil— and I don't!
But neither did Richard M. Nixon!! Remember?!?
Anyway . . . the White House is the perfect place for me!
This country's run like Hell already!!

DON MARTIN DEPT. PART I

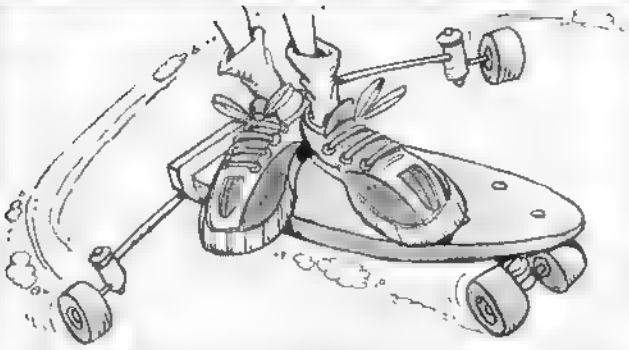
ONE MORNING IN A COURTROOM





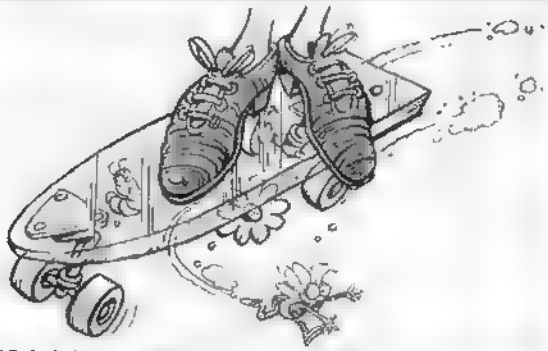
SIDEWALK SURF'S UP DEPT.

MAD'S "CUSTOMIZ

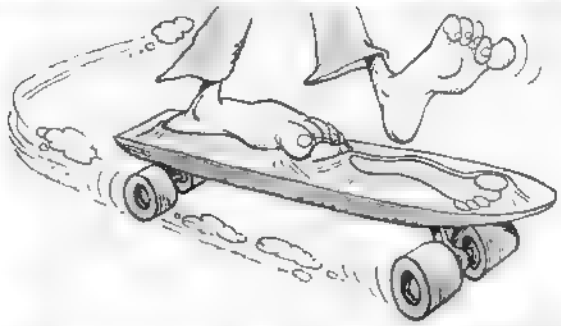


BEGINNER'S TRAINING SKATEBOARD

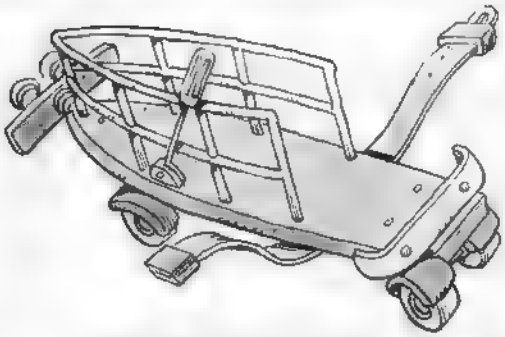
WINTER SKATEBOARD



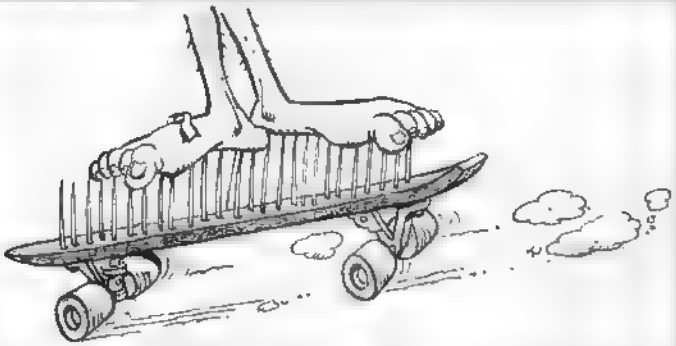
GLASS BOTTOM SKATEBOARD



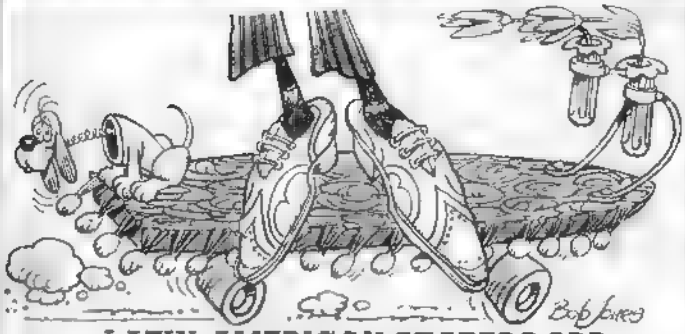
ORTHOPEDIC SKATEBOARD WITH BUILT-IN ARCH SUPPORTS



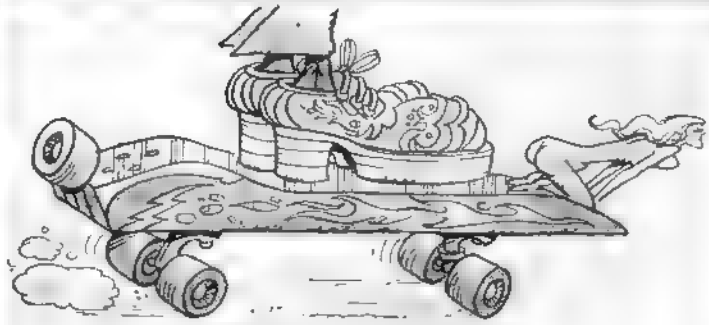
SISSY'S SKATEBOARD



MASOCHIST'S SKATEBOARD



LATIN-AMERICAN SKATEBOARD



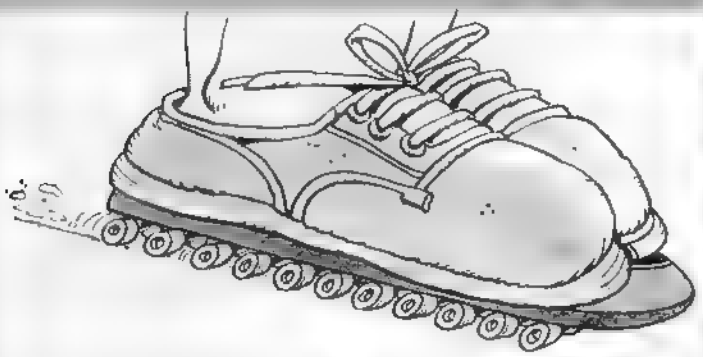
PIMP'S SKATEBOARD

ED' SKATEBOARDS

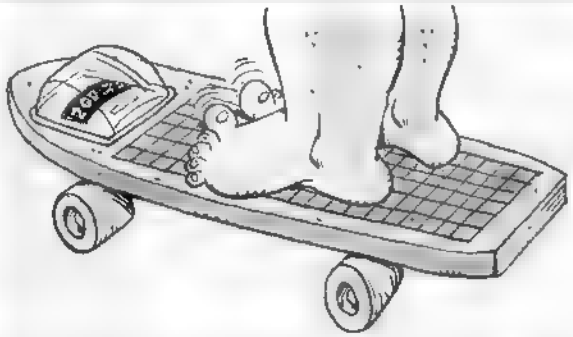
ARTIST: BOB JONES WRITER: PAUL PETER PORGES

AMPHIBIOUS SKATEBOARD

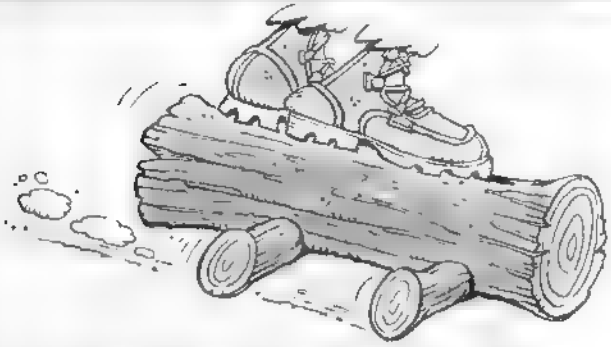
OFF-ROAD SKATEBOARD



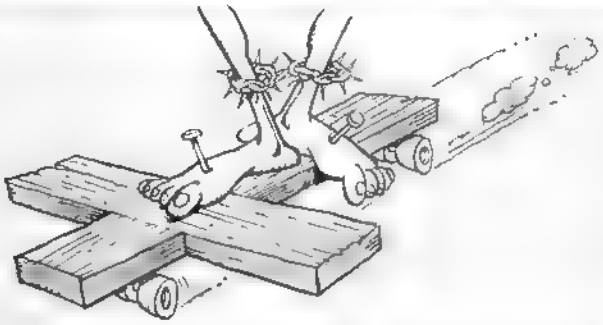
VERY FAT PERSON'S SKATEBOARD



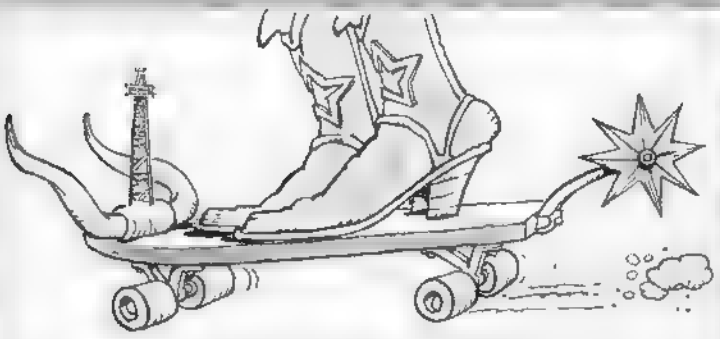
WEIGHT-WATCHER'S SKATEBOARD



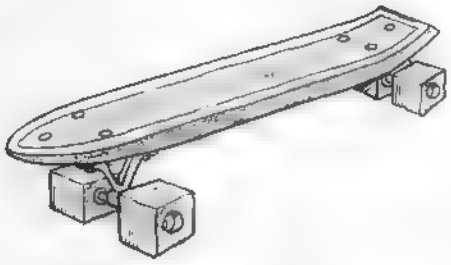
BACK-PACKER'S SKATEBOARD



RELIGIOUS FANATIC'S SKATEBOARD



WESTERN SKATEBOARD



POLISH SKATEBOARD

BEATING THE LEXICON GAME DEPT.

A favorite Grown-Up complaint is that kids today don't know or care what's going on in the world. Well, what do they expect? A whole generation is being raised on the confusing double-talk of TV News. And maybe Parents can con themselves into thinking they understand all those mysterious new

A LITTLE KID UNDERSTANDI

Detente

. . . is like when the Class Bully agrees to stop threatening to beat you up after you promise to do all his Math homework on your new calculator.

Classified Information

. . . is like the kind your Teacher writes in a note to your Parents, and then seals the envelope so you can't find out what it is, even though you're the one she's written about.

The Domino Theory

. . . is a Grown-Up term for what happens when your Dad's Boss is forced by his Wife to sleep on the sofa, which makes him yell at your Dad all the next day, which makes your Dad get bombed on his way home from work, which makes your Mom send you upstairs to your room so you won't hear what happens next.

Granting Diplomatic Recognition

. . . is like when you invite a kid to your Birthday Party—even though you don't like him very much—because you know he'll bring an expensive present.

words and bewildering new phrases of the TV Newscaster . . . but their kids are too honest to do that. They're the first ones to admit that they need help in deciphering the indecipherable. And so . . . MAD rushes to the aid of the younger generation with this vital Public Service Feature entitled:

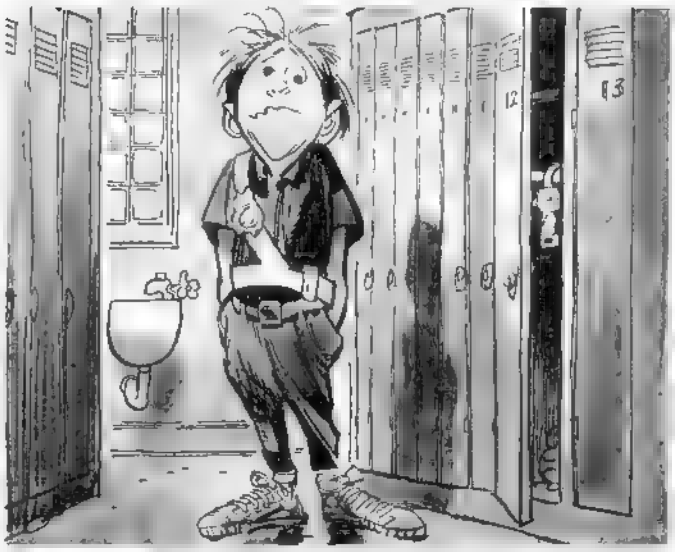
'S GUIDE TO NG THE NEWS

ARTIST: JACK DAVIS
WRITER: TOM KOCH

Deficit Spending

. . . is like when you borrow so far ahead on your allowance that you can't ever get out of debt, unless you grow up to be the only 44-year-old person still getting an allowance.

A Conflict of Interest



. . . is like when you're assigned as the Honorary Hall Monitor to see that nobody snitches stuff out of the lockers, and you're the main one who's snitching stuff.

School Desegregation and Forced Busing

. . . are really the same thing. Adults have merely given it two different names so that those who are for it and those who are against it can both make it sound as if the other side is wrong.

A Consumer Boycott

. . . is when all the Mothers get together and agree not to buy stuff their kids love to eat until the prices come down. (Oddly enough, Consumer Boycotts are never called to protest the rising costs of Grown-Up things like whiskey, beer and cigarettes.)

A Covert Operation

. . . is what Grown-Ups call it when they get caught doing something they shouldn't do. By calling it that, they make sure of getting a medal instead of going to jail.

Fringe Benefits

. . . are like when you agree to clean out your neighbor's garage for a lousy 50¢ cash because you know there's a whole stack of *Penthouse Magazines* under all that junk.

Women's Liberation

. . . is a movement designed to convince everybody that girls with I.Q.s of 160 are as good as boys who can chin themselves 28 times without stopping.

Declaring Bankruptcy

. . . is like when you owe money to all of your friends, and you announce that you're not going to pay it back, but they can't hit you right then because your Father is with you.

A U.N. Cease-Fire

. . . is like when your Mom says it's okay to hit another kid if he hits you first, but not if he just looks like he might.

Senior Citizens

. . . are what Middle-Aged People call Old People when they want to get rid of them without hurting their feelings.

Bipartisanship

. . . is like when your Mom and Dad are both so completely against letting you take up "Hang Gliding" that there's no point in trying to play one of them off against the other.

An Unannounced Candidate

. . . is like what you are when you see a girl you want to date real bad but you're scared to ask her until her brother can almost guarantee that she won't say "NO!"

A Nuclear Deterrent

. . . is like when your folks buy a dog just so they can put a "Beware Of The Dog" sign on the front gate to scare away strangers . . . they hope.

Strategic Arms Limitations

. . . is like when two guys agree to throw away so many weapons, they barely have enough left to kill each other more than once.

A Recession

. . . is when your allowance stays the same for a long time because your Father asked for a raise and got turned down.

A Depression

. . . is when you don't get any allowance at all for a long time because your Father asked for a raise and got fired.

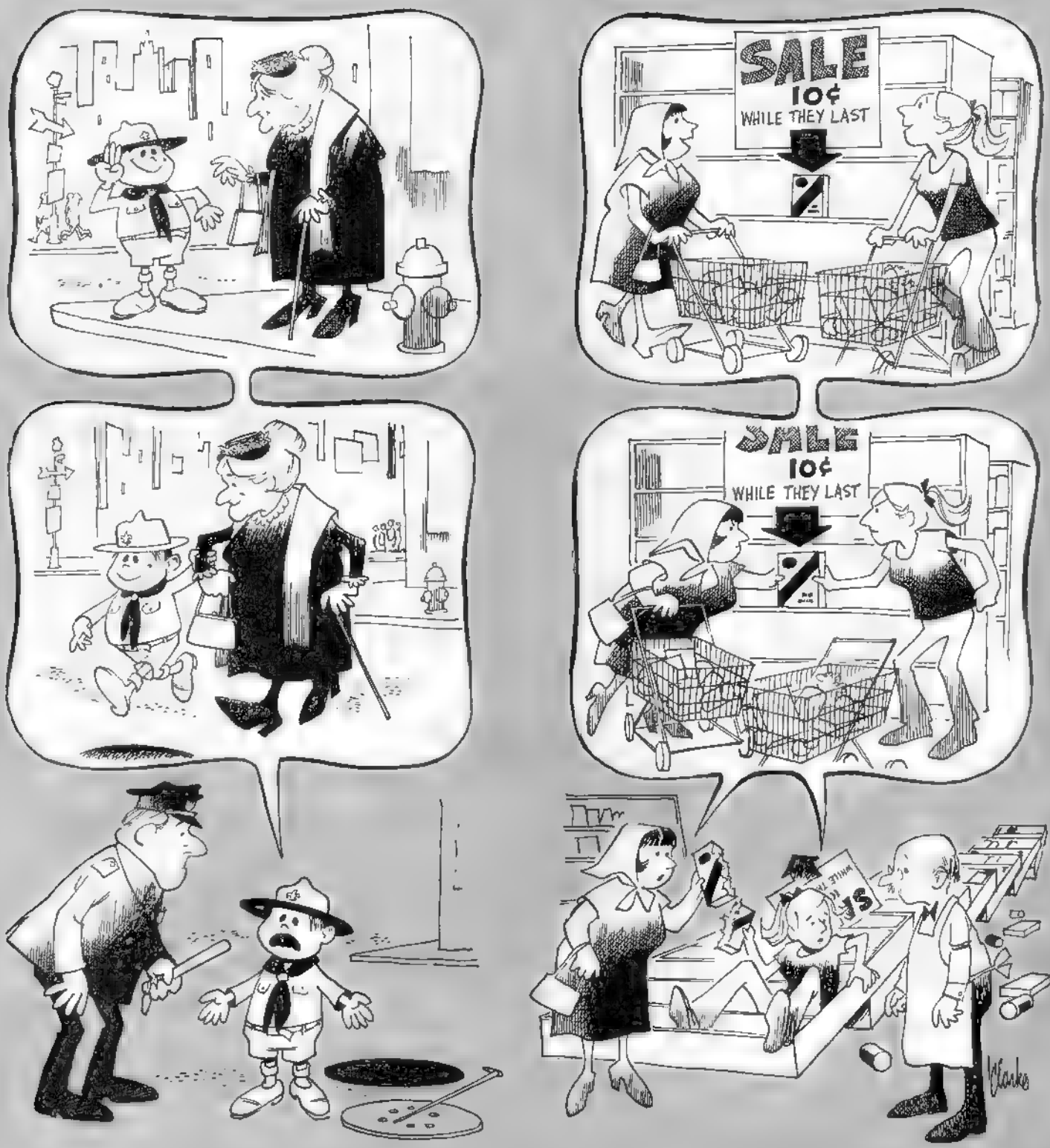
INCIDENT REPLAY DEPT.

MORE WHAT'S T

ARTIST · BOB CLARKE

HE STORY...?

WRITER: DON EDWING



► Ball Bearings—Used

QUEEG, CAPT. PHILIP

Never Out of Stock

"You're In Good Hands
With Captain Queeg!"

Give Him A Trial

171 Caine Blvd. ..... WOuk 4-4456

► Blood Banks

DRACULA, COUNT

Withdrawals by Appointment

MEET THE COUNT
YOU'LL LIKE HIS PERSONAL TOUCH
HE'LL GO TO BAT FOR YOU

"No Ordinary Fly-by-Night Organization"

5 Transylvania Estates
(Located near all the main arteries)
SToker 5-1122

► Candlesticks, Retail

Nimble, Jack B.
8 Quick St ..... MOthergoose 3-9803

► Criminals

The Crooked Man
41 Nursery St. ..... MOthergoose 6-2133

► Dieticians

SPRAT'S SLENDERIZING SALON

The Only Clinic Offering

TWO GUARANTEED SYSTEMS
FOR LOSING WEIGHT
WHILE EATING ALL YOU WANT

PLAN 1
Jack Sprat's High-Protein,
Low-Fat, Lean-Meat Diet

PLAN 2
Mrs. Sprat's High-Fat,
Low-Protein, Fat-Meat Diet

Try Either One! Between the Two,
You'll Lose Weight While You
Lick The Platter Clean!

15 Regimen St. ... MOthergoose 5-1677

► Door Knockers

Raven Associates
15 Dreary Lane ..... POe 4-7761

► Exterminators

VEXING PESTS ELIMINATED
WITH IMPECCABLE TASTE

JAMES BOND

"Extermination with Elegance"

The mere sight of a pest can be embarrassing, which is why beautiful home-makers employ my services. I liquidate the hideous creatures with elegant precision, employing the latest methods of my profession

SUAVE DEBONAIR DISCREET

141 "M" Street — Chat with me about my fee over a bottle of Chateau d'Yquem '59. — FLeming 5-0007

Who says that the heroes and villains we read about in books are fictional? Recently, we came across a directory that proves that

THE LITERARY

Valjean, Jean
7 Rue de les Miserables HUgo 5-7747

► Child Care Centers

THE PIED PIPER

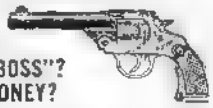
Kids Getting In The Way?
Pay the Piper
He'll Take Them Off Your
Hands for Good

172 Rat Road ..... HAmlin 6-9044

► Counseling, Family

CORLEONE, DON & SONS

Troubled by—



DOMESTIC SPATS?
DECIDING WHO'S "BOSS"?
CONCERNS OVER MONEY?

Let Our Experienced Staff Eliminate
Your Problems **PERMANENTLY**

Call PUzo 7-6464

18 Cosa Nostra Blvd. — For a Trial Offer You Can't Refuse — Guaranteed Results—OR ELSE!!

► Counseling, Sex

PORTNOY, ALEXANDER

Intimate Knowledge of Kinky Capers,
Freaky Fooling-Around and
Raunchy Romancing

Got a Complaint?

YOU'RE IN GOOD HANDS WITH
PORTNOY

17 Liver Lane ROth 5-7336

► Electricians

FRANKENSTEIN & SONS

WHEN IT COMES TO REWIRING,
YOU NEED THE PRESONAL TOUCH
of
FRANKENSTEIN
& SONS

NO PROBLEM TOO HUGE — **NO JOB TOO MONSTROUS**

NO INSTALLATION
BEYOND OUR CONTROL

18 Cathode Street — EasyCredit Terms In Case You're Temporarily Strapped — Call KArloff 4-0965 Now!

► Encounter Groups

Jekyll & Hyde Club
15 Split St. STevenson 6-5123

► Escorts, Female

MARION, MAID

Years of Experience
Making Merry Men Merrier

876 Sherwood Lane ..... QUiver 6-0094

Camptown Ladies
5 Doodah St. FOster 4-5574

► Exorcists

FAUST, DR.

"If You Can't Fight Him,
Join Him"

11 Gounod St. ... MEphistopheles 4-8838

HAMMER, MIKE

"I DON'T MESS AROUND!"

"Call me and my assistant, Roscoe, and the filthy, stinking, rotten, lousy rats, insects and other assorted creeps will wish they'd never been born! My gun is quick!"

TOUGH BRUTAL BLOODY EFFICIENT

Results Absolutely Guaranteed

186 Rubout St. ..... SPillane 3-3479

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ROBIN HOOD & ASSOCIATES

NEEDY CAUSES OUR SPECIALTY

We Have A Way Of Getting To
The Fat Cats With The
BIG MONEY

All-Inclusive Service
We Get the Money—We Spread it
Around—We Charge No Commission
Other Than Being Hailed as Glorious
Examples of Nature's Noblemen

YOU SET THE TARGET! WE'LL HIT IT!

By Appointment to His Majesty
King John of England

88 Sherwood Ave. ..... QUiver 5-6655

► Hair Removing—Electrolysis

Rapunzel's Salon
199 Tower Road ..... MOthergoose 1-7747

► Hangers

DEEVER, DANNY

"I know all the ropes"

85 Empire Street ..... KIpling 6-7533

► Head Shops

Crane, Ichabod
151 Sleepy Hollow — IRving 4-3345

DEFARGE, MADAME

Life Seem Dull? Let Me Put You In A Different World!

Low, Low Rates!
"Only A Drop In The Bucket"

"She's the rage of Paris!"
—S. Carton

44 Rue de Guillotine — DIckens 8-6548

Salome's
3 John St. — PLatter 3-1015

► Hell-Raisers

Juan, Don
17 Satan Ave. — SHaw 5-0086

► Matchmakers

ST. IVES MATRIMONIAL SRVC.

Have I Got A Wife For You?
Not Three, Not Four, Not Five, Not Six,
But **SEVEN** To Choose From
Each Completely Outfitted With
Sacks, Cats & Kits
Call **MO**thergoose 3-9987 and ask for
THE MAN FROM ST. IVES

► Men's Underwear

Silver, "Long-John"
16 Hawkins St — STevenson 4-9834

► Odd Jobs

HERCULES

I can kill lions, burn snakes, capture boars, kill monstrous birds, clean stables, even destroy icky creatures and locate three-headed dogs

Small Wonder People Call Me
THE "CAN-DO" KID

12 Labors Blvd. — Just Dial OLympus 6-3836 and ask for The Great One

► Operators, Small-Time

Black Sambo, Little
9 Uncle Tom Ave. — NUrsery 3-6667
Bo-Peep, Little
5 Meadow St — MOthergoose 3-7277
Boy Blue, Little
13 Haystack St. — MOthergoose 8-9908
Eva, Little
77 Sob St — STowe 5-9978
Fauntleroy, Little Lord
3 Sob St — DIsinherited 5-8505
Finn, Huck
12 Sawyer Ave. — TWain 4-1867
Horner, Little Jack
6 Plum St. — MOthergoose 4-9566
Muffet, Little Miss
3 Tuffet Terrace — MOthergoose 4-3342
Red Ridinghood, Little
12 Wolf St — MOthergose 5-0914
Tucker, Little Tommy
4 Melody Lane — MOthergoose 3-9113
Women, Little
4 March Place — ALcott 6-7656

► Paper—Wholesale

Pickwick, Samuel
21 Boz St — DIckens 4-7444

these so-called "made-up" characters are as real as you and I. If you don't believe it, merely browse through these entries in . . .

YELLOW PAGES

WRITER: FRANK JACOBS

► Impotence Cures

ADHEM, ABOU BEN

Got an Impotence Problem?
Call **ABOU BEN ADHEM**
And Watch Your Tribe Increase

61 Poesy Drive . . . . . PAnacea 4-3826

► Junkyards

THE TINMAN

"I am a one-man operation carrying a complete line of useless rusted parts."

"My Competitors Call Me Heartless, But Don't Believe Them!"

3 Yellow Brick Road . ..... OZ 5-8211

► Jewelry, Antique

Frodo, Inc.
11 Hobbit Lane — TOlkein 5-7455

► Massage Parlors

ALADDIN'S HOUSE OF PLEASURE

RUBS ARE OUR SPECIALTY

Try One
And You'll Feel
Like A Million Dollars

YOUR WISH IS OUR COMMAND
"Genial" Service

14 Sinbad St. . . . . BAghdad 7-2630

WHATEVER THE JOB
TOM SWIFT
CAN DO IT!

Houses Torn Down **Smashingly;** Paintings Restored **Artfully;** Gloves Cleaned **Offhandedly;** Men's Clothes Repaired **Suitably;** Footballs Fixed **Passably;** Wild Animals Shot **Gamely;** Shirts Laundered **Unshrinkingly;** Dungeons Constructed **Cagily;** Skin Blemishes Diagnosed **Rashly;** Chickens Defeathered **Pluckily;** Burials Performed **Gravely;** Business Meetings Set Up **Conventionally;** Small Boats Built **Craftily;** Flattery Given **Complimentarily;** All Tips Received **Gratuitously.**

EVERY JOB PERFORMED SWIFTLY

33 Adverb Place APpleton 2-5280

► Operators, Big-Time

Bunyon, Paul
33 Northwoods Ave. — AX 5-3641

GULLIVER, LEMUEL

NO JOB TOO BIG

Crushing The Competition
Is My Business

15 Lilliput Lane — SWift 3-8864
If tied up, call SWift 3-4688

► Pharmacies

FEELIN LOW?

HEIGH HO—HEIGH HO—
IT'S OFF TO WORK ON YOU WE GO!

We Employ Seven Pharmacists
Each A Specialist In His Own Field

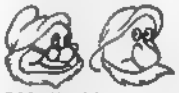
For Tranquilizers
Ask For SLEEPY

For Barbiturates
Ask For HAPPY

For Allergies
Ask For SNEEZY

For Depressants
Ask For GRUMPY

For Hard Drugs
Ask For DOPEY


DOC—Head Pharmacist
BASHFUL—Assistant

DWARF DRUGS—7 Disney Lane
Day or Night Call GRimm 7-7777

► Physicians & Surgeons

THE WIZARD'S CLINIC

TRANSPLANTS ARE OUR SPECIALTY
HEADS HEARTS NERVES

Whatever You're Missing, We Can Supply

"The Wizard Sure Knows His Stuff"
—The Scarecrow

99 Yellow Brick Road — OX 6-4000

► Priests, Acrobatic

FATHER WILLIAM

Standing On My Head
And Feeling Younger By The Day

172 Nonsensical Mews . . CArroll 6-7465

► Public Relations

ALDEN, JOHN

Having Trouble Getting Your Message
To The Right People?

I Can Say It Better And
Get Results You Never Dreamed Of

"My business was in trouble, so I gave it to John Alden, or was it the other way around?"
—M. Standish

18 Plymouth Dr. ..... LOngfellow 5-6722

GRAY, DORIAN & ASSOCIATES

What Kind of Picture Are You
Presenting To Your Customers?

No Matter How Bad Things Are,
We Can Make Them Look Better

SPECIAL FEE ARRANGEMENTS
Pay Nothing Now—Everything Later

416 Dissipation Dr. ..... WIlde 4-9702

► Real Estate Management

KING ARTHUR & ASSOCIATES

DEEDS AND TITLES
OUR SPECIALTY

14 Camelot Road ..... EXcalibur 4-7741
Special Knight Number GAlahad 6-9983

► Restaurants

HUMPTY DUMPTY'S EGG EMPORIUM

"I Throw Myself Into My Work"

467 Wall St. ..... MOthergoose 4-8862

► Reweaving

Invisible Man
104 Bandage Blvd. RAins 4-9005

► Shoe Repair

ACHILLES, INC

Damaged Heels Our Specialty

19 Tendon Ave. ..... OLympus 5-2927

► Side-Show Attractions

MOWGLI

The ORIGINAL Wolf-Boy
I Growl! I Bay! I Grunt!
I Eat Raw Meat And
Run On All Fours

And Yet I Retain All Those Warm,
Wonderful, Human Characteristics
That Make Me Immensely Loveable

14 Shere Khan Blvd. ..... KIpling 3-6611

► Snoopers

De Bergerac, Cyrano
55 Rue de Nostril ..... ROstand 4-9064

► Speech Therapy

Piper, Peter
4 Peck Place ..... PIckledpeppers 3-0353
Rumplestiltskin Associates
556 Troll Blvd. ..... GRimm 5-9433

► Spirits—Retail

Marley, Jacob
175 Scrooge Ave. DIckens 3-5671
Muir, Mrs. Lucy
18 Spectre Lane NAutical 4-9087

► Streakers

GODIVA, LADY

More Than Just Another Naked Body
GODIVA DOES IT BAREBACK
and we do mean
BAREBACK

15 Coventry St. — Call MErcia 6-1016 and ask for Tom

MERCURY

The God With The
QUICKSILVER ROD

14 Zeus Blvd. ..... OLympus 6-0092

► Tours & Travel

AHAB'S SEA VENTURES

We Guarantee A Whale Of A Time

Small Wonder
We've Got A Leg Up On
Our Competition

64 Moby Drive — Call Ishmael at MEllville 7-9933

TARZAN'S TOURS

For Swingers Only

161 Vine Street — Call BUrroughs 5-6492 and ask for Cheeta

► Tomatoes, Ripe

Bowles, Sally
5 Isherwoodstrasse CAbaret 2-0976
Buchanan, Daisy
141 Grt. Gatsby Road FItzgerald 4-6987
Chatterly, Lady Constance
14 Dalliance Place LAwrence 1-8847
Galore, Pussy
15 Goldfinger Plaza FLeming 4-6694
Golightly, Holly
3 Tiffany Place CApote 5-0234
O'Hara, Scarlett
85 Tara Drive MItchell 4-7015

► Tomatoes, Rotten

Klubb, Rosa
14 Kremlin St. FLeming 3-7876
MacBeth, Lady
14 Glamis St SHakespeare 5-6565
O'Hara, Scarlett
85 Tara Drive MItchell 4-7015
Sharp, Becky
60 Vanity Fair St THackery 3-1916

► Trunks—Mfrs.

Babar, Inc.
15 Halfgrown Ave JUvenile 5-8845

► Uncle Toms

**YASSUH,
HERE HE BE!**

Don't Be Fooled By Imitations

**HIRE THE GENUINE
UNCLE TOM**

The ORIGINAL Devoted Darky

**Humble, Servile, Knowing
His Place, Yet Providing The
Expected Shuffling Dignity**

151 Cabin St. STowe 4-8788

Joe, Old Black
3 Gentle Voices Ave. FOster 3-3534
Remus, Uncle
2 Zip-a-Dee-Doo-Dah St. HArris 5-2345

► Wake-Up Services

VAN WINKLE, RIP

"Not The Most Reliable Wake-Up
Service In Town"

Failing To Satisfy Customers
For 20 Years

11 Catskill View IRving 4-1718

WONDERLAND WAKE-UP, INC.

ALWAYS LATE
FOR A VERY IMPORTANT DATE?

Don't Get Yourself In A Hole Because
You Can't Wake Up

#15 (Rear) Looking-Glass Place — Call CArroll 5-3836 and ask for The White Rabbit

► Yes-Men

YES-MEN ASSOCIATES

Need A Reliable Assistant Who'll Tag
Along And Never Get In The Way?

We Have A Huge Selection Of Harmless
Helpers, Aimless Associates, Servile
Sycophants And Just Plain, Not
Overly Bright Guys

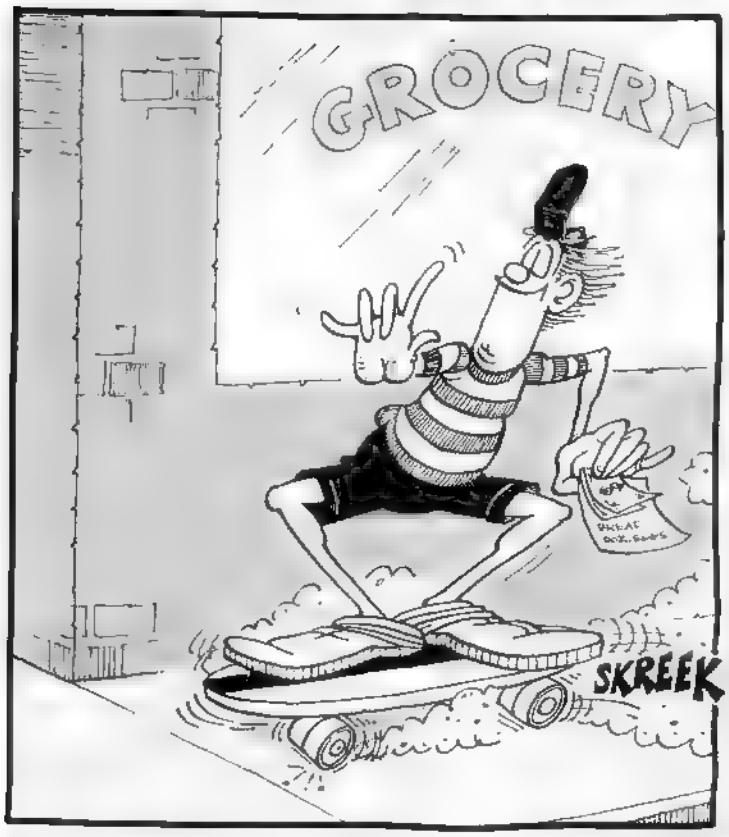
Make Your Selection
From This Innocuous Choice

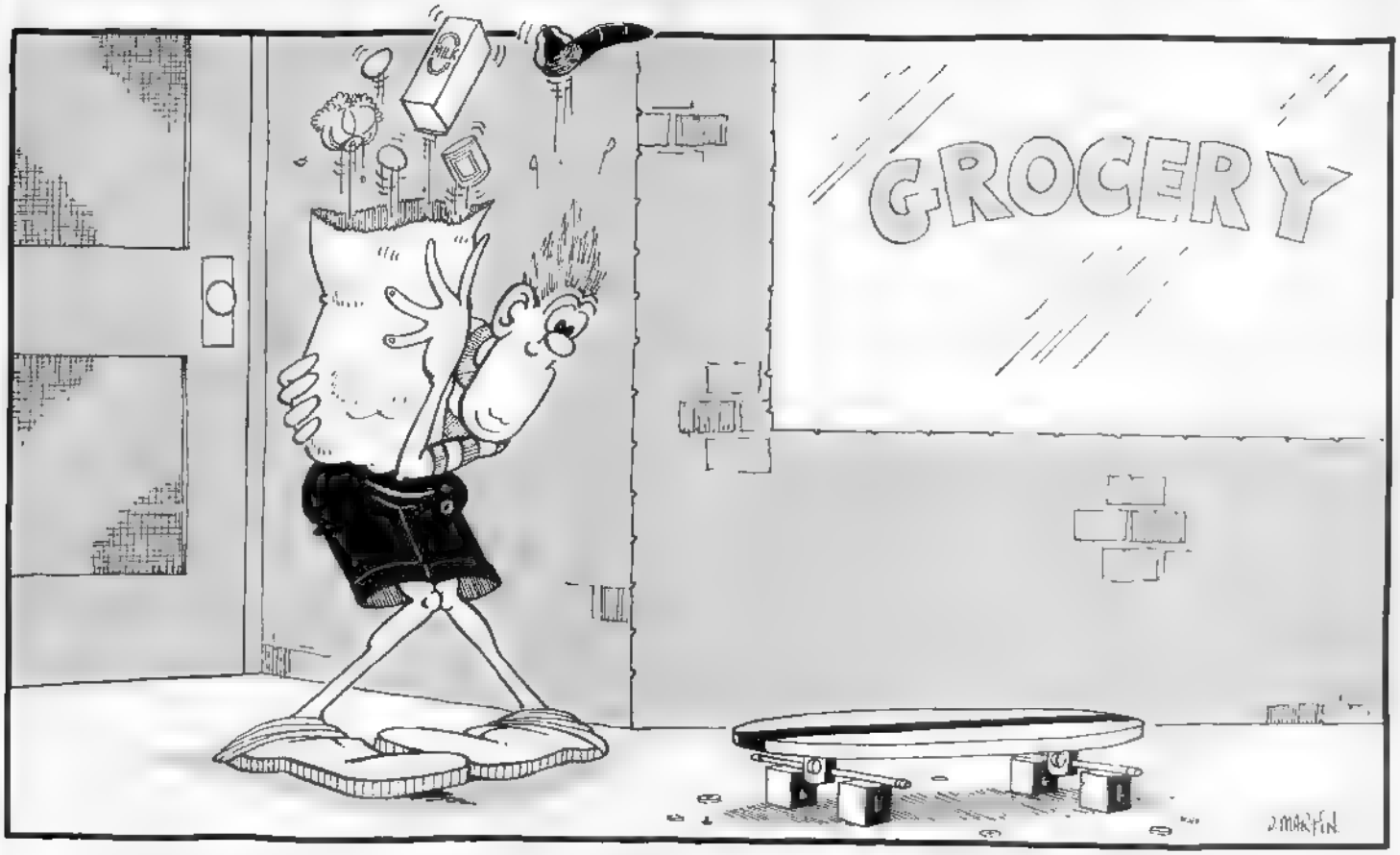
Sancho Panza	Pickering
Will Scarlet	Alan-a-Dale
Queequeg	Ashley Wilkes
Barks	Hector
Dr. Watson	Friday
Piglet	Mr. Minniver

151 Supportive Rd. NEuman 1-2345

DON MARTIN DEPT. PART II

ONE AFTERNOON WHILE RUNNING AN ERRAND





. . . you do everything you can to protect your President, and then he receives a full pardon, and you go to jail.

. . . you testify against a psychotic hood who's been shaking you down, and then he's found "Not Guilty."

. . . you join the Little League even though you hate Baseball because your Father says it will help you make friends, but after striking out and making errors all the time, all you do is end up making a bunch of enemies out of your teammates.

LOSERS-WEEPERS DEPT.

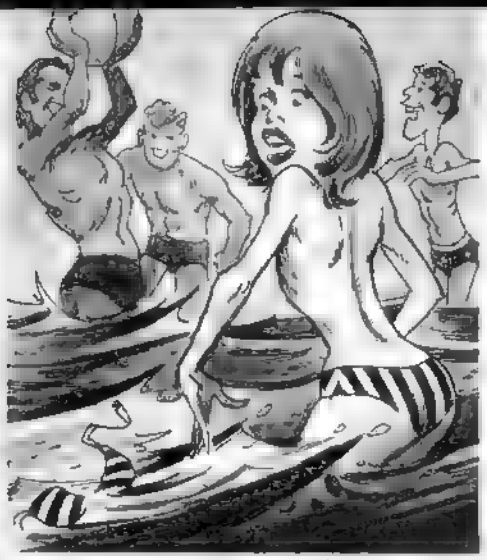
IT'S AL INSU INJURY

ARTIST: JACK RICKARD

. . . in desperation, you call up a girl you don't even like, and you ask her for a date, and she turns you down.

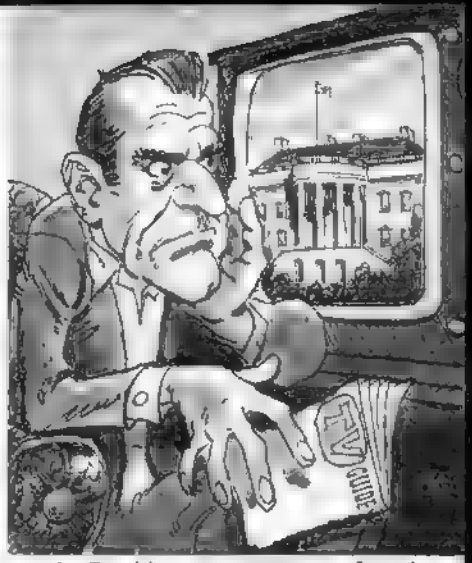
. . . the class mongo uses you for a punching bag . . . and then you get suspended from school for fighting.

. . . you're the only one who doesn't score with the Class Swinger, and she names you as the father of her baby.



. . . you lose the top of your bikini, and nobody notices it.

. . . you're home from school sick, and your teacher sends you the classwork.



. . . the President preempts your favorite TV show, then announces a tax increase.

ODDING
LT TO
WHEN...

WRITER: LOU SILVERSTONE

. . . you eat all kinds of yecchy-tasting foods, and you still end up looking like the guy who gets sand kicked in his face at the beach, and your buddy, who lives on a diet of hot dogs, pizza pies and ice cream, develops a build like Larry Csonka.

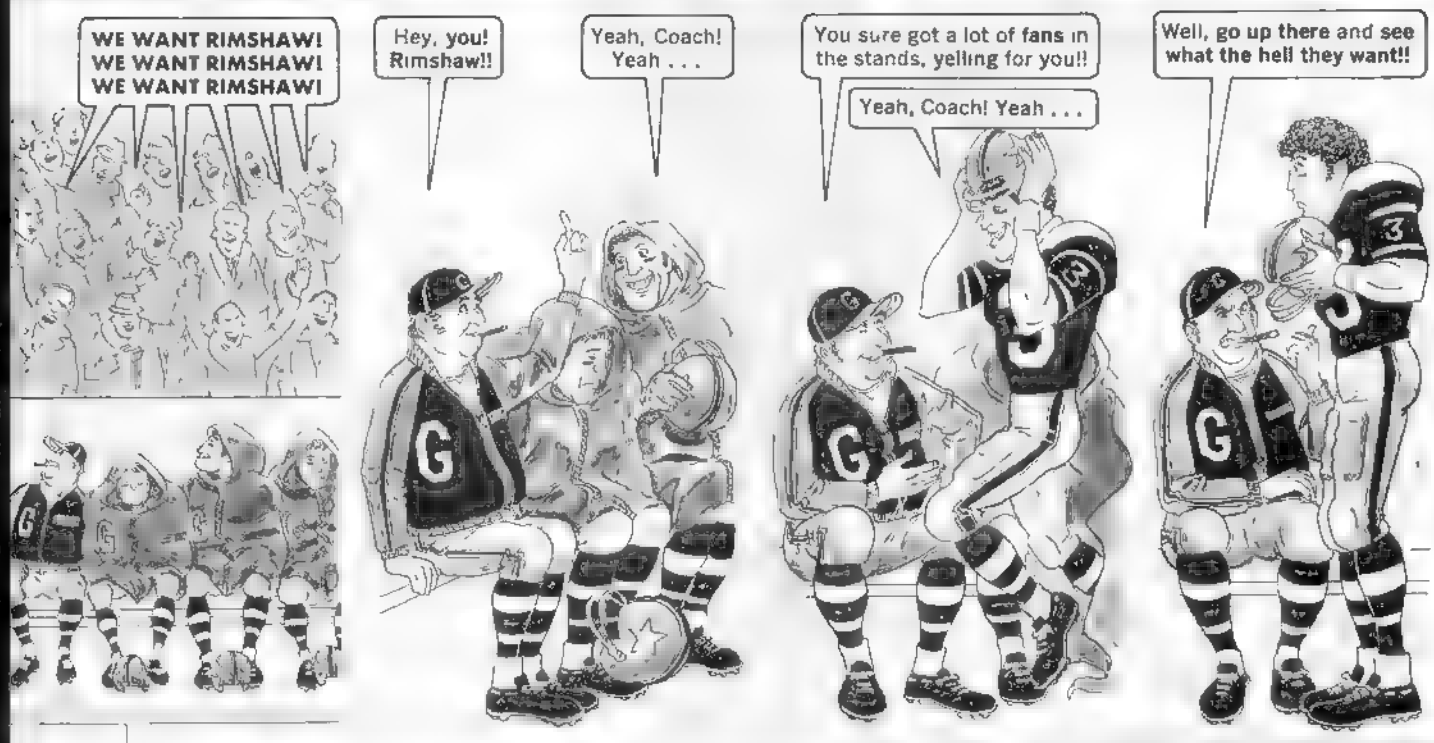
. . . you spring for some heavy bread to go to a Hair Stylist, and he does a worse job than your regular barber.

. . . you're the only one between the goal line and the guy who intercepted the pass you threw.

. . . you go broke feeding a slot machine all night, and some clown comes along, puts in 1 quarter, and hits the jackpot.

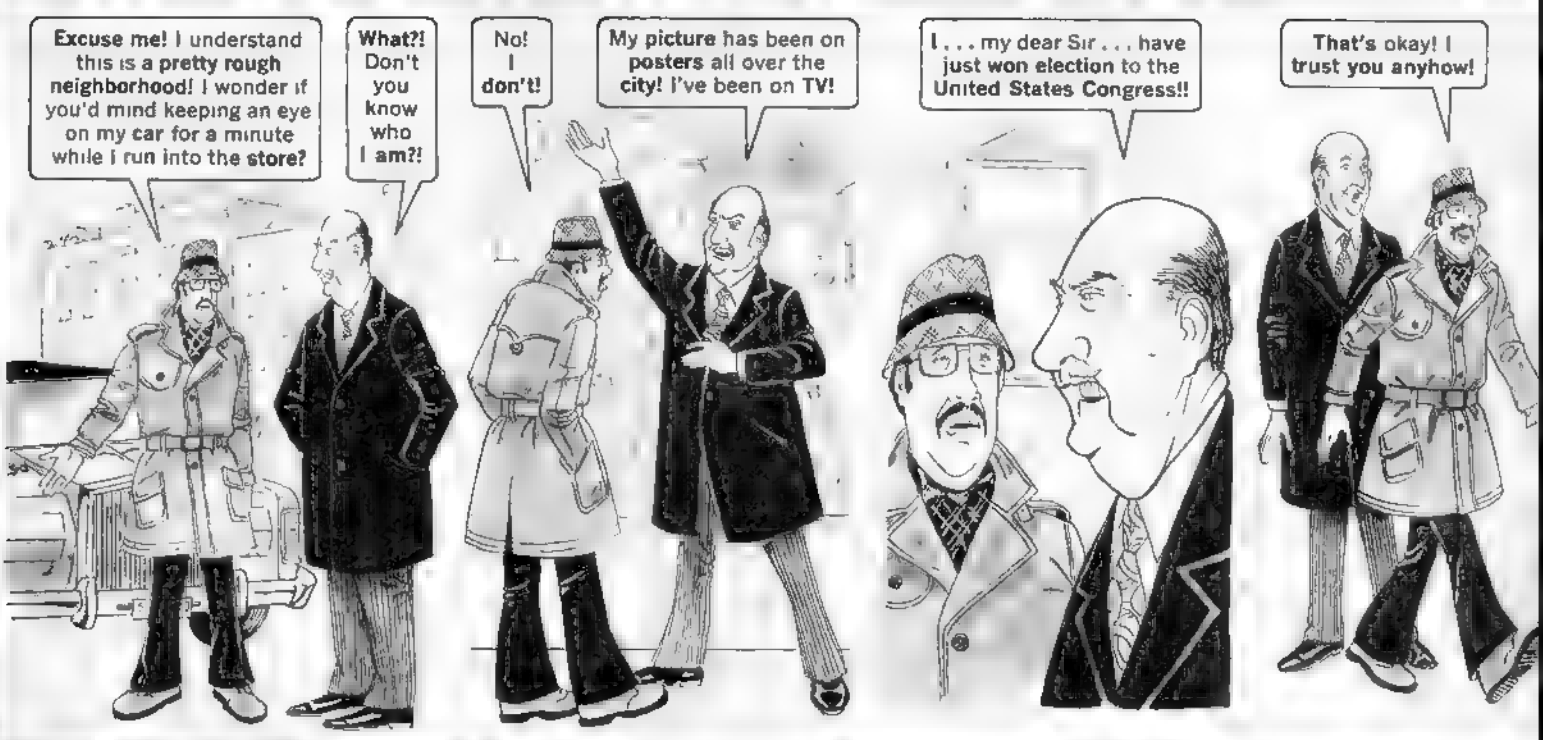
BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF... WIN



NING

ARTIST & WRITER.
DAVE BERG



I WON!! I WON! I WON!!

I AM THE GREATEST!! I AM THE CHAMPION! I AM THE BESTEST IN THE WHOLE WORLD!

Oh, yeah? Just 'cause you beat your BROTHERS doesn't make you a Champion! I'LL race you!

No way!! You don't even qualify! You're not in the same LEAGUE with me and my Brothers!

They LET me win!!

That daughter of yours is a real winner! She's beautiful, she's talented, she's educated, and she has a good job . . .

That's a WINNER?! She still hasn't been MARRIED!! Do you realize that most of her friends have been married and DIVORCED already!!

. . . And you call a girl who's been married and divorced a "WINNER" . . . ?!?

Of course! How ELSE is she going to get alimony?!

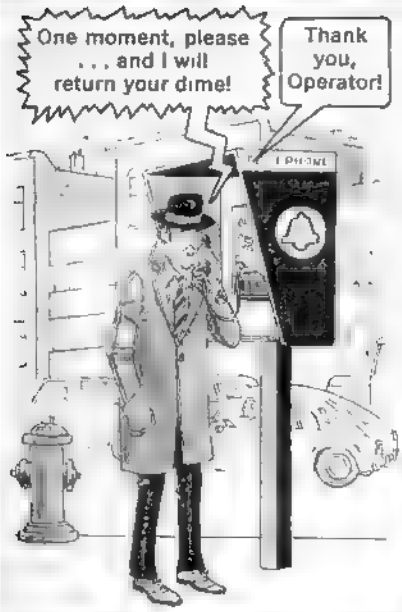
I finally won a battle in the never-ending war between parents and children!

That I'd like to see!

Take a look!

Well, I'll be darned! That's our SON out there, actually mowing the lawn! How in the world did you ever manage that??

He wanted to borrow the car, and I told him I'd lost the keys in the overgrown grass!


One moment, please . . . and I will return your dime!
Thank you, Operator!

Holy smokes! What's this?!? It's an avalanche of dimes!!

Well, whaddya know! I got a hatful of coins! This'll make up for all the money I've LOST in phone booths over the years! Yessiree— I'm finally a WINNER!!

Here y'are!
What's this, Officer . . . ?!
A summons! There're strict ordinances against panhandling in this town, bub!

Grownups are dumb!
Right!

Er . . . why are grown-ups dumb?
They play a game where if they LOSE . . . then they WIN!

Boy, that IS dumb!! What's the game called?

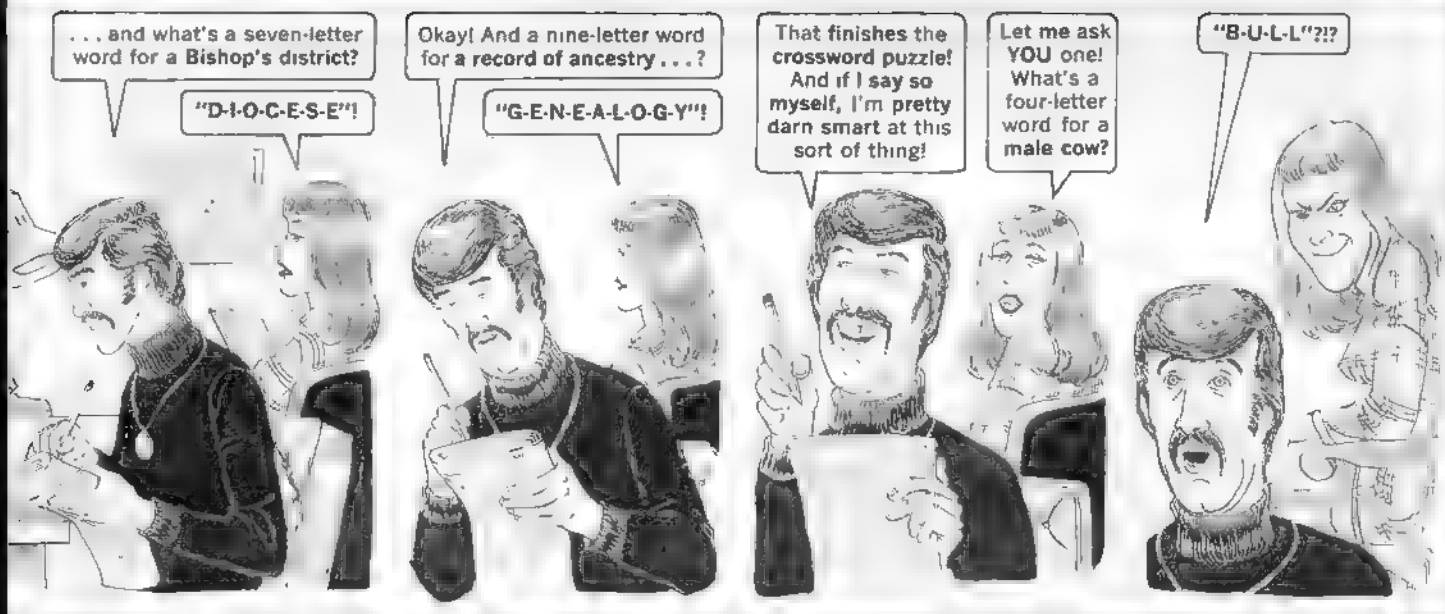
DIETING!

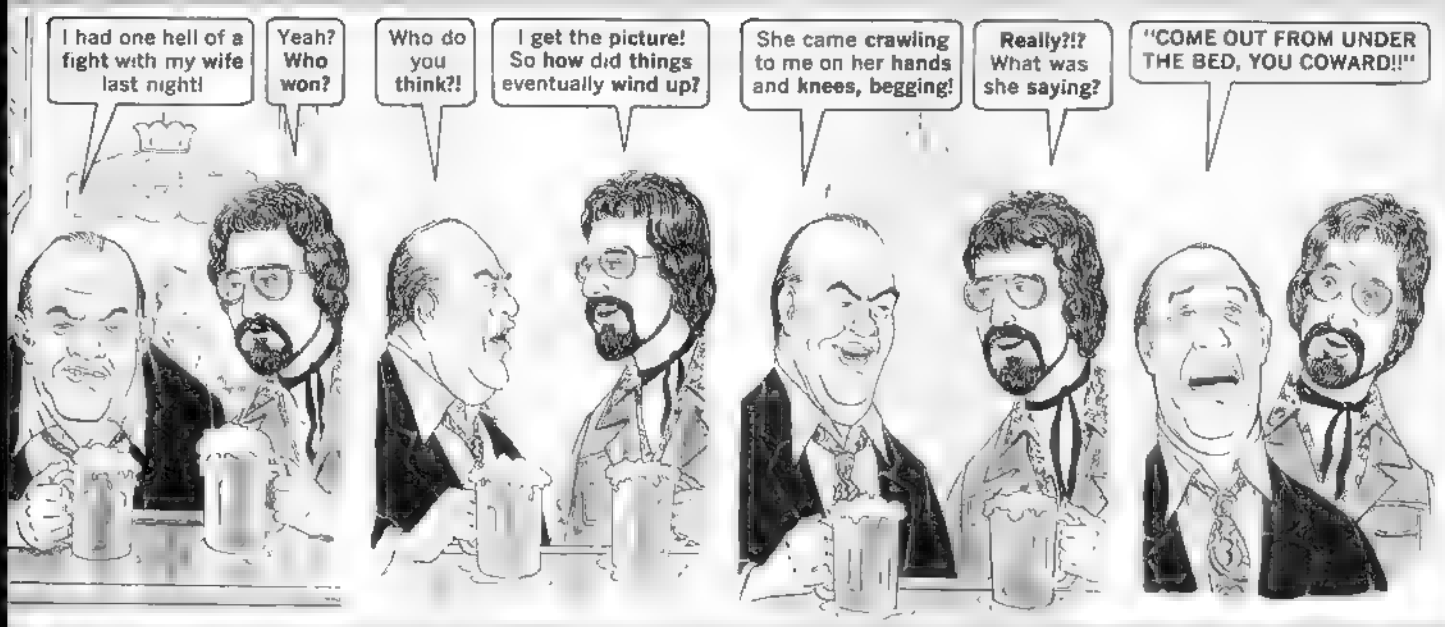
They tell me you're the "Terror of the Courts"!
Well, I do enjoy a rather unique reputation among the local buffs!

Then . . . you're a tennis CHAMP?!?
Let's just say I excel at a certain aspect of the game!

You see all those people lined up there, waiting for a court?! Well, I have CONSISTENTLY BEATEN EVERY ONE OF THEM!
Really? Oh, wow!!

Yep! Every morning, I've beaten them down here to SIGN UP FOR A COURT!


. . . and what's a seven-letter word for a Bishop's district?
"D-I-O-C-E-S-E"!
Okay! And a nine-letter word for a record of ancestry . . . ?
"G-E-N-E-A-L-O-G-Y"!
That finishes the crossword puzzle! And if I say so myself, I'm pretty darn smart at this sort of thing!
Let me ask YOU one! What's a four-letter word for a male cow?
"B-U-L-L"?!?


I had one hell of a fight with my wife last night!
Yeah? Who won?
Who do you think?!
I get the picture! So how did things eventually wind up?
She came crawling to me on her hands and knees, begging!
Really?!? What was she saying?
"COME OUT FROM UNDER THE BED, YOU COWARD!!"

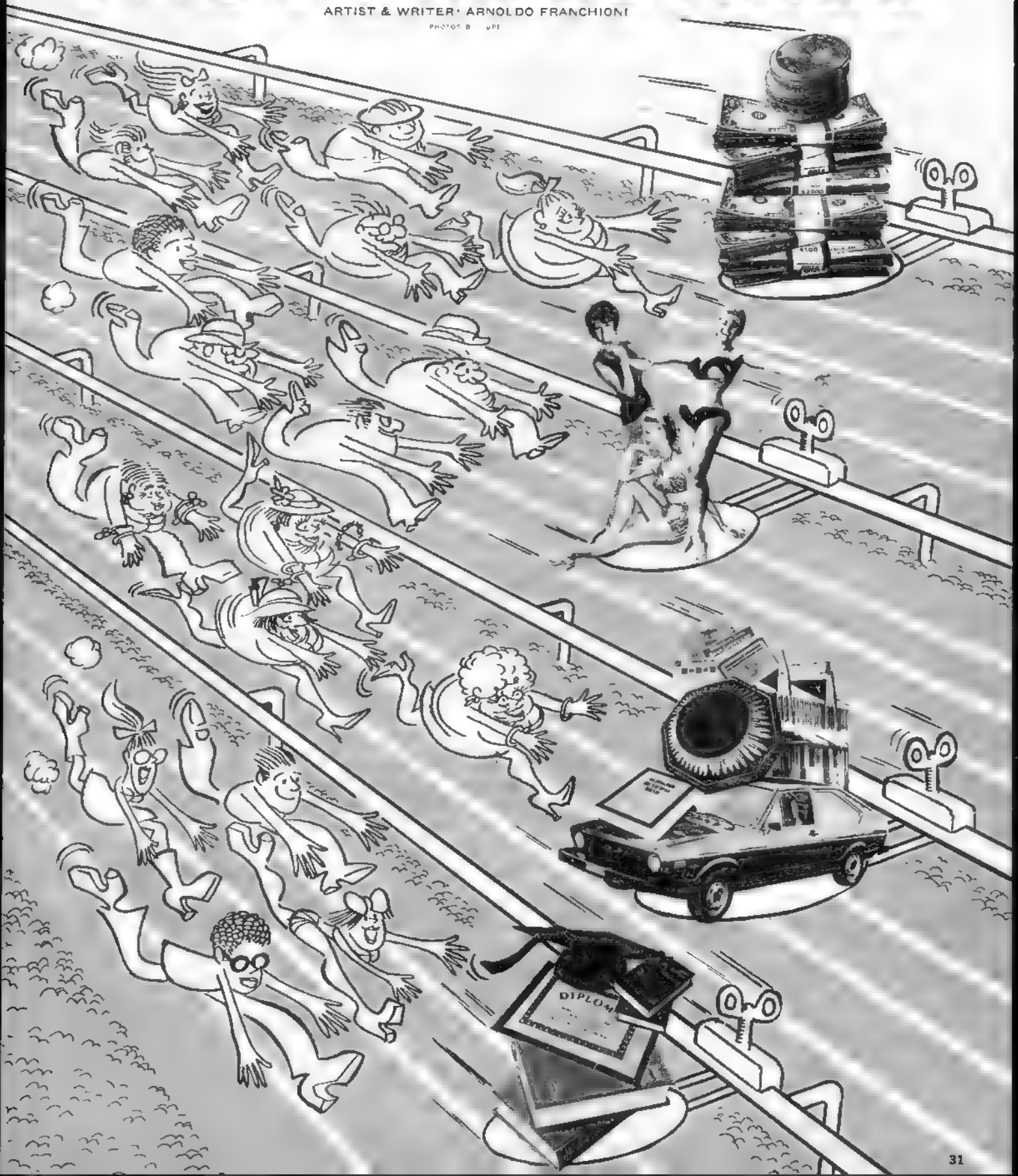
Bernard, ol' buddy! Take a gander at this!
Why, it's a plastic loving cup awarded to "THE WORLD'S BEST FATHER"! That's very nice!
My darling daughter presented it to me!
How sweet!
Tell me, what wonderful thing did your father do that made you go out and buy such a sentimental show of appreciation?
He gave me the money!

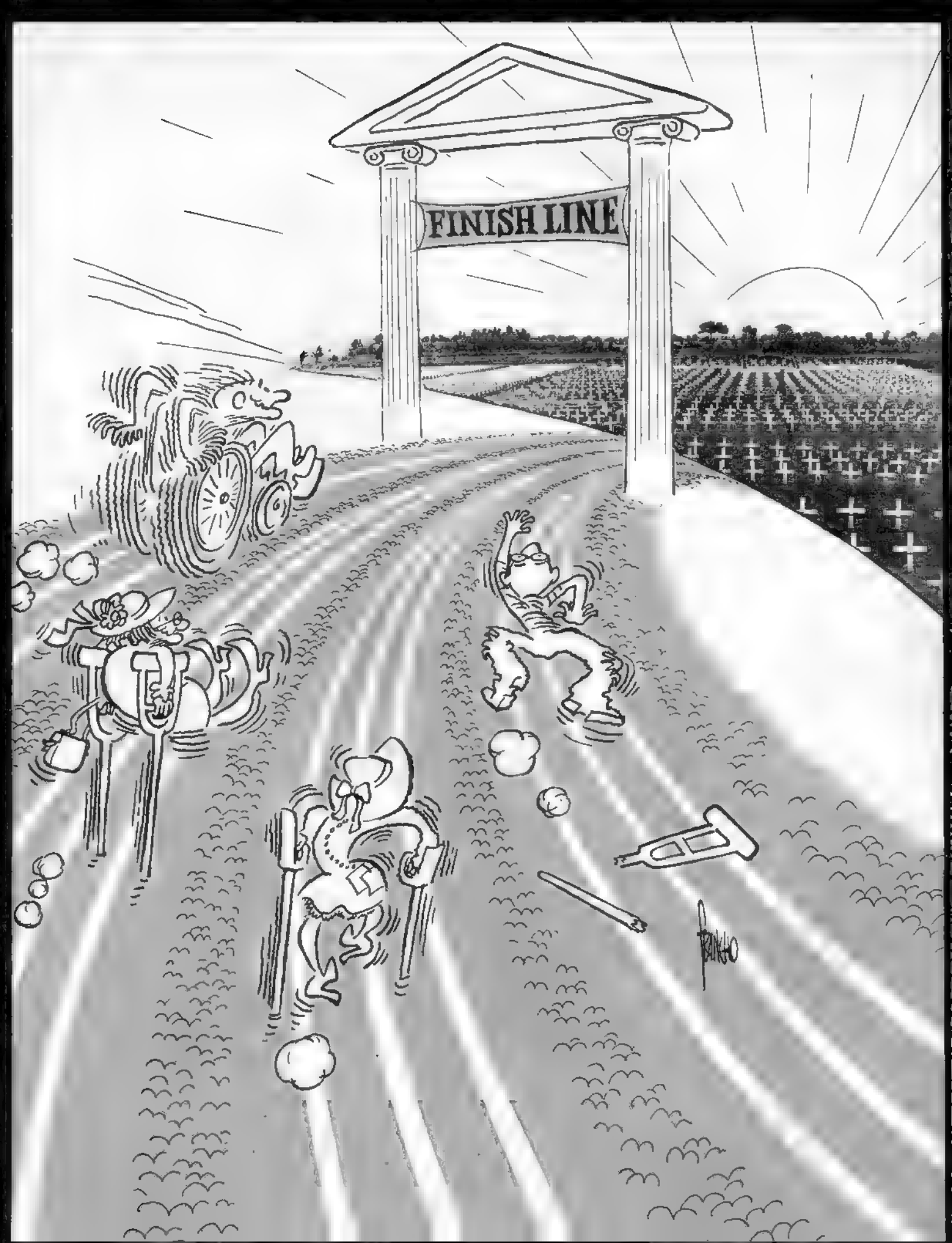
SEE HOW THEY RUN! DEPT.

THE HUMAN RACE

ARTIST & WRITER: ARNOLDO FRANCHIONI

PHOTOS B... UPI

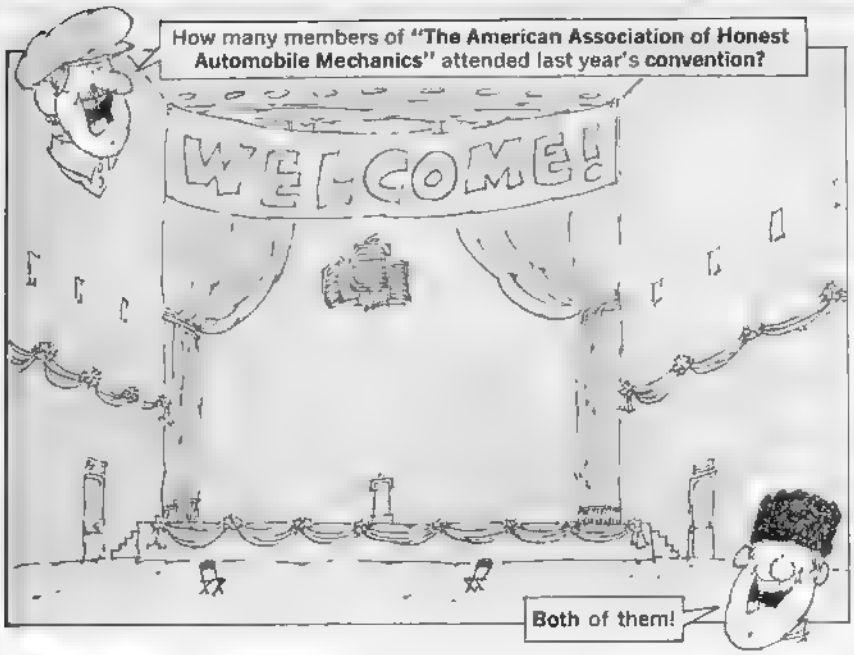



FINISH LINE

Okay, all you clods out there! So you think those "Polish Jokes" that you've been telling are hilarious... and you've been breaking up every time you hear how stupid and imbecilic Poles supposedly are?!? Well, we've got news for you! In Poland, they've got *their* favorite jokes... about *US*! And so, here, direct from the bars and coffee houses of downtown Warsaw, is the latest selection of

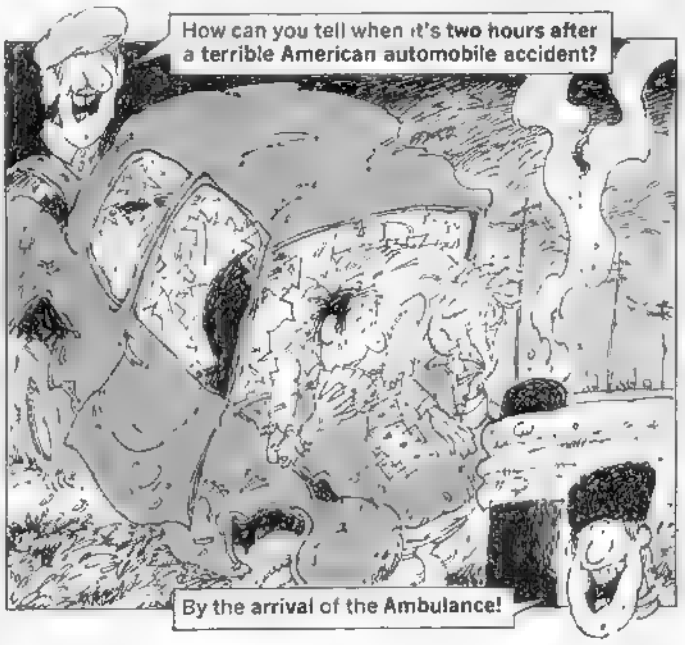
AMERICAN JOKES THEY'RE TELLING IN POLAND

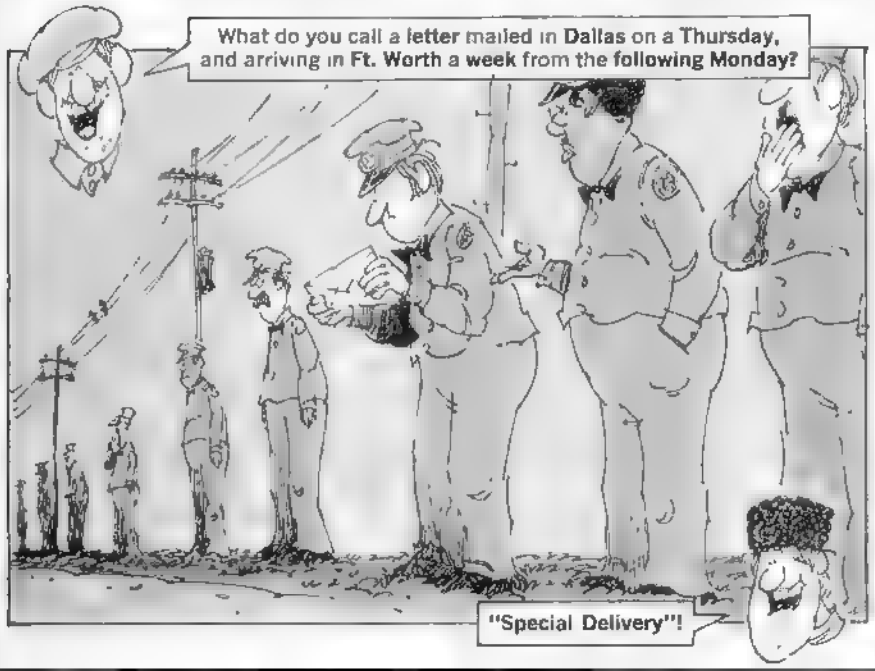
ARTIST: PAUL COKER, JR. WRITER: FRANK JACOBS


How many members of "The American Association of Honest Automobile Mechanics" attended last year's convention?
WEL-COME!
Both of them!

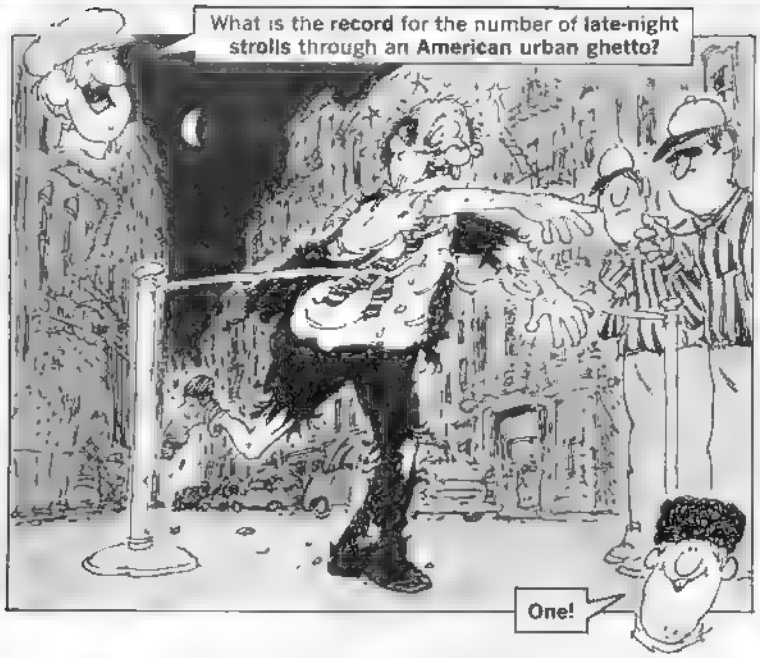
What's brown and deformed, with its insides hanging out?
A parcel in an American Post Office marked "Fragile"!

What do you call a TV set in America that goes five years without need of repair?
UNFAIR TO AMERICAN FEDERATION OF AMALGAMATED TV REPAIRMEN
An "Import"!

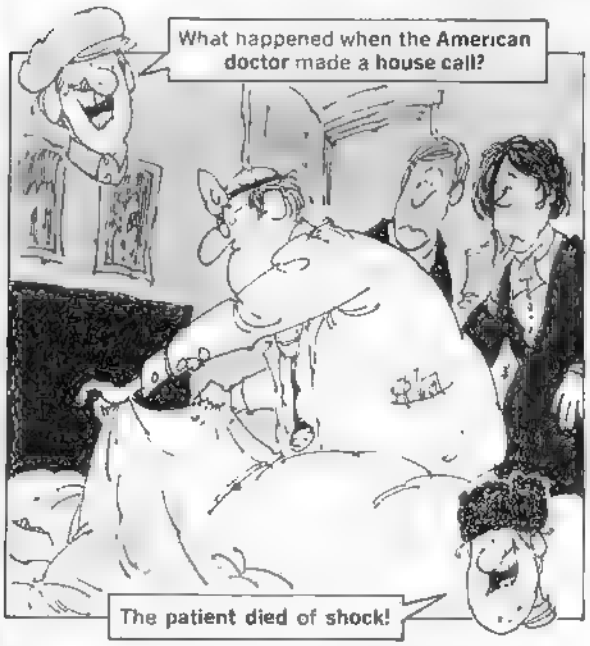

How can you tell when it's two hours after a terrible American automobile accident?
By the arrival of the Ambulance!

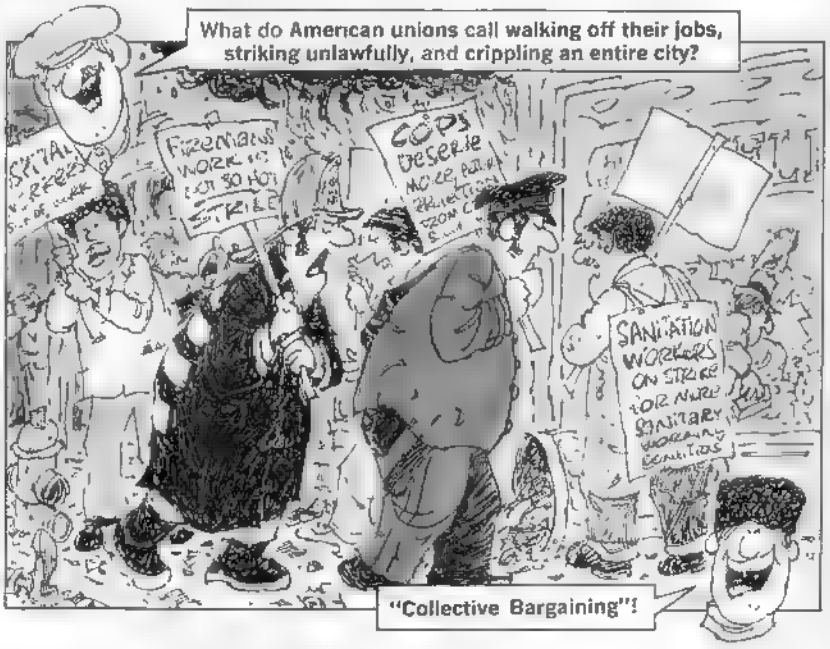

What do you call a letter mailed in Dallas on a Thursday, and arriving in Ft. Worth a week from the following Monday?
"Special Delivery"!

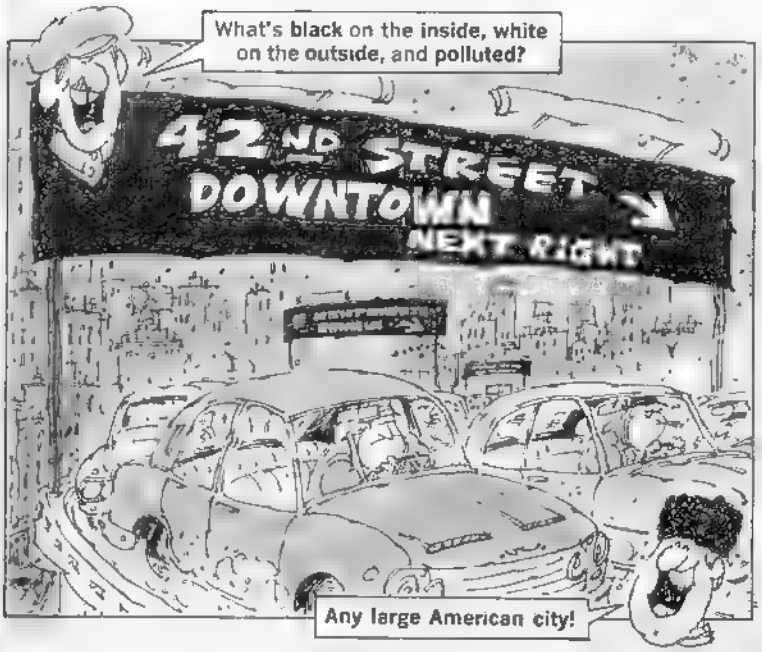
How can you tell when you're on an American beach?
By the oil slick in the water!


What is the record for the number of late-night strolls through an American urban ghetto?
One!

How can an American be certain that the car he's bought is actually new?
When it's recalled by the factory!


What happened when the American doctor made a house call?
The patient died of shock!


What do American unions call walking off their jobs, striking unlawfully, and crippling an entire city?
Firemen's work is too hot STRIKE
COPS desert
SANITATION WORKERS ON STRIKE FOR MORE SANITARY WORKING CONDITIONS
"Collective Bargaining"!


What's black on the inside, white on the outside, and polluted?
42ND STREET
DOWNTOWN
NEXT RIGHT
Any large American city!

What's the most popular American humor magazine?
MAD Magazine!
What kind of an American Joke is THAT?!?
The biggest one of all!!
MAD
Yecowski

ICE PIX DEPT.

A MAD Look At WIN

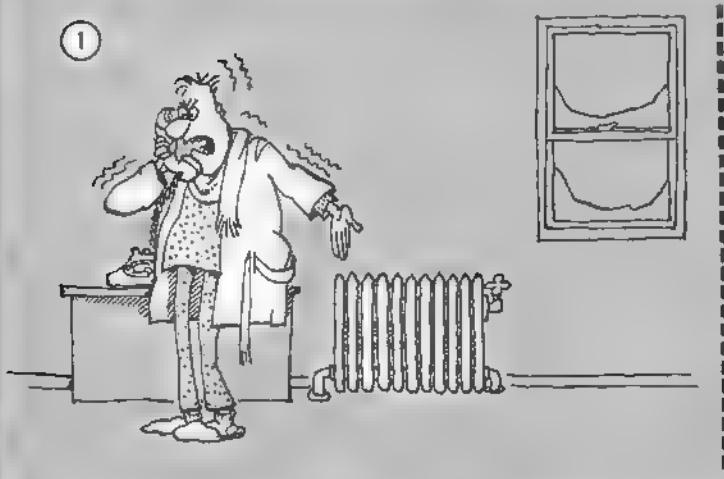
TER

ARTIST & WRITER · SERGIO ARAGONES

1
DEPT. OF

1

2
click!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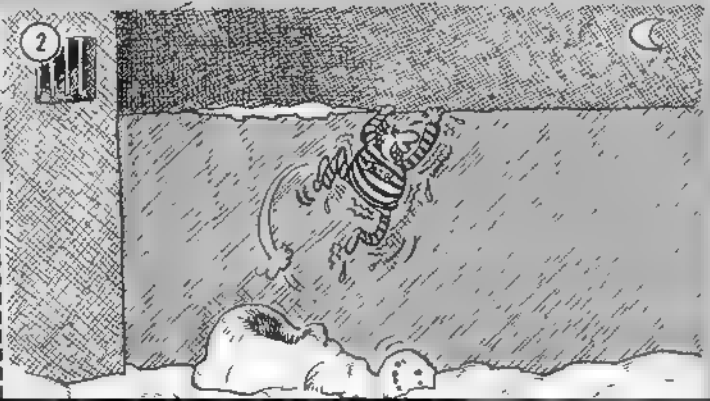
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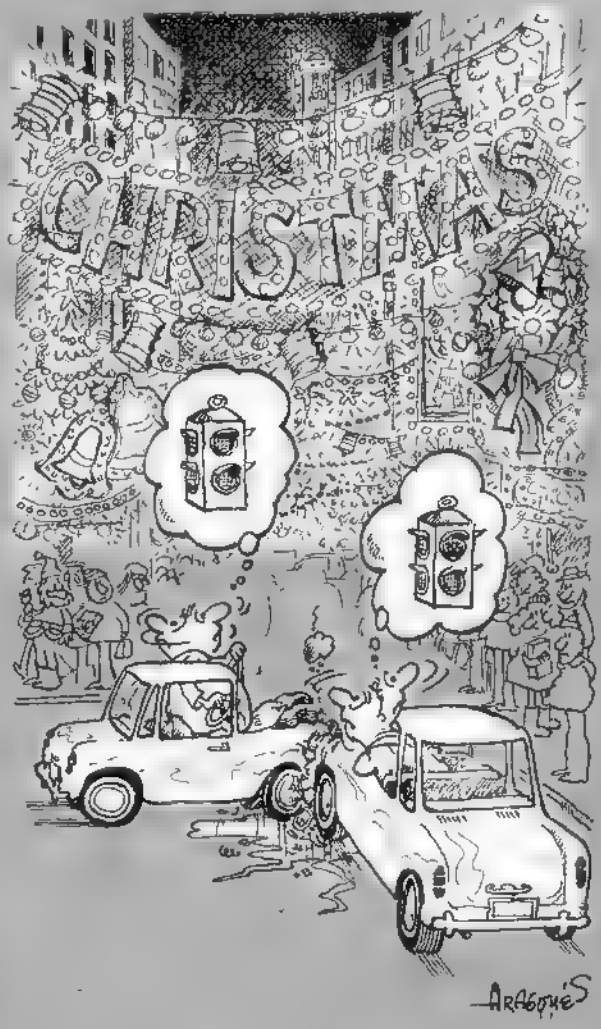
DEPT OF

3
DEPT OF HIGHWAYS

3


CHRISTMAS
ARAGONES

1

2
TRAVEL AGENCY
ACAPULCO
MIAMI

HIRE ASPIRATIONS DEPT.

Are you struggling with the problem of what career you should pursue when you grow up (and stop reading this childish trash)? Well there are hundreds of exciting new fields developing all the time! F'rinstance, here's . . .

A MAD LOOK AT SOME EXCITING NEW JO

DEEP FREEZE MORTUARY ATTENDENTS

We have openings for the right people who don't mind working in sub-zero temperatures, serving the increasing number of people who are having their remains stored in the many Deep Freeze Mortuaries springing up around the country. A knowledge of Refrigeration Engineering in case of failure is not a necessity! Your salary paid in cold cash.

Apply: TEMPORAL REST CRYOLIC CRYPTS
Birds' Eye and Swanson Sts., Nome, Alaska

HOUSE PLANT THERAPISTS

House plant fanciers who are finding it difficult to carry on conversations with their beloved plants are hiring our experts to do their talking for them. If you have the gift of gab, not to mention a large amount of Carbon Dioxide in your breath, a well-paid, exciting career awaits you with us.

PROXY PLANT PALAVERS, INCORPORATED
West Babbling Brook, Pennsylvania

LOST LUGGAGE TRACERS

Airline companies with bigger planes, plus airline employees with smaller brains mean more and more incidents of lost or strayed luggage, which is resulting in exciting new opportunities for lovers of adventure . . . tracing missing two-suiters and carry-alls into remote areas of the world. If you have the wanderlust, you can cash in on this important new career opportunity. Apply now!

LOST AIRLINE BAGGAGE INSURANCE CORP.
Paris London Rome Rio Brooklyn

NEW AEROSOL CAN PRODUCT CREATORS

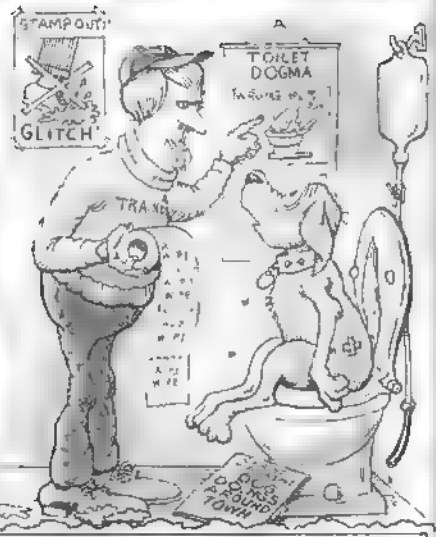
No matter how much noise ecology freaks are making, our research shows that the American public loves and demands aerosol spray products. So if you've got any new ideas on things to shove into spray cans, you may have a bright future here at . . .

OH-OH-OHZONE SPRAY PRODUCTS
BOX 1980, CHOKEOUS, ILL.

Food Label Information Interpreters

Consumers, confused by today's complicated and tricky food labels are in dire need of assistance. Many Supermarkets are turning to our company, which supplies experts in the highly-skilled art of Food Label Information Interpretation. If you think you can tell whether an 18½ oz. can with a 10-cent credit coupon is a better buy at 87 cents than a 2-pound can at $1.32, we can use you in this exciting new important field.

SUPERMARKET CONSUMER ASSISTANCE CO
Pennywise St., at Poundfoolish Ave., City



CITY PET TRAINERS

The vociferous objections of non-pet-owners plus the threats of more and more legislation, are making it increasingly difficult for dog and cat lovers to let their little dears make doo on city streets. You can make big money by teaching pets to use bathrooms like everybody else. Successful trainers are in big demand. Earn . . . while you learn our fool-poop method.

APPLY: THE DOGGIE DOO AND DON'T CORP.
1 Oomlop Place Moundsville, Ga.

SOCIAL WORKERS FOR UNEMPLOYED SOCIAL WORKERS

We are looking for experienced Social Workers to help us rehabilitate those Social Workers who have been laid off during the recent city budget cuts. So if you are an unemployed Social Worker, apply now and begin working at counseling other unemployed Social Workers (who, come to think of it, will no longer be unemployed because they'll be doing the same furshlugginer thing!)

DEPARTMENT OF SOCIAL WELFARE
Self-Defeating Section, This City

UNACCEPTABLE AIR DETECTORS

If you're seven feet or over, and you can't play basketball, we may be able to use you to help sniff out evidence of air pollution before it gets down to "normal-sized" people in cities around the country. Salaries are high and medical benefits are even higher. Send your height (resumes not necessary) to:

UNACCEPTABLE
AIR DETECTING CORP.
Box 235 High Scent, Pennsylvania

B OPPORTUNITIES

ARTIST: AL JAFFEE WRITER: PAUL PETER PORGES

MUTILATED PUNCH-CARD RESTORERS

Ever increasing rates, coupled with ever decreasing quality of service, is causing many irate Utility customers to "fold, spindle or mutilate" the computerized bills we send out. If you have a talent for repairing miniscule objects, we are in dire need of your help. Sharp-eyed experts who can salvage the thousands of abused punchcards returned to us each month are being well-paid. Apply now to:

ABUSED PUNCH-CARD DIVISION OF YOUR LOCAL GAS, ELECTRIC OR TELEPHONE COMPANY

OIL SLICK CONTROLLERS

YOU CAN HELP US DO SOMETHING ABOUT OIL SPILLS . . . MAINLY BECAUSE THEY'RE OURS!

We're oil drillers and shippers, and we make our living transporting the slimy stuff! But naturally, we make some boo-boos! And when we do, there's hell to pay. So we're looking for people who care about ecology, and who are willing to clean up our messes whenever necessary. The pay isn't very good . . . but what's money to people like yourselves who really care about what's going on today?

SIGN UP NOW WITH:
SO. SAUDI OIL CO. New York, N.Y.
Santa Barbara, Calif.

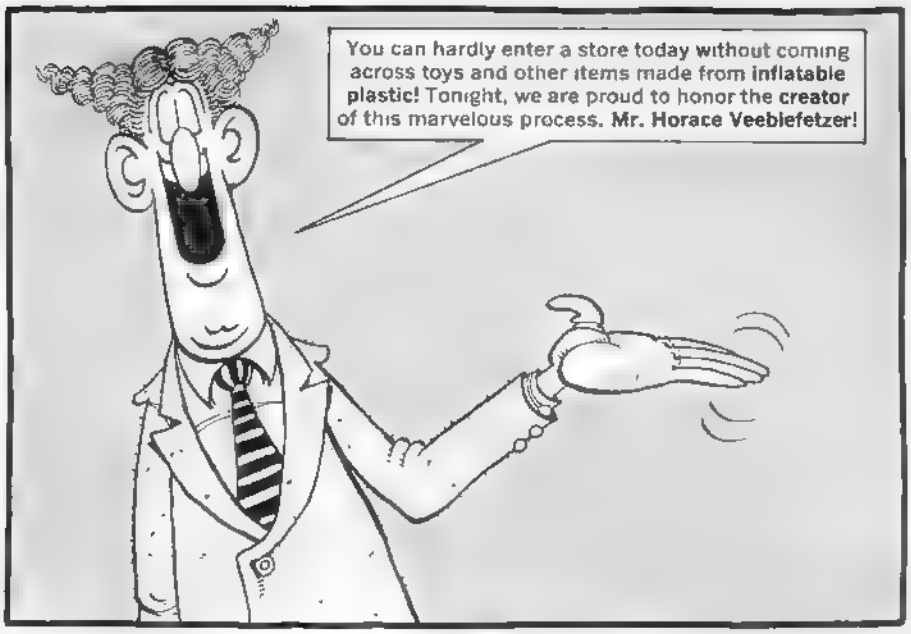
RECALLED CAR DRIVERS

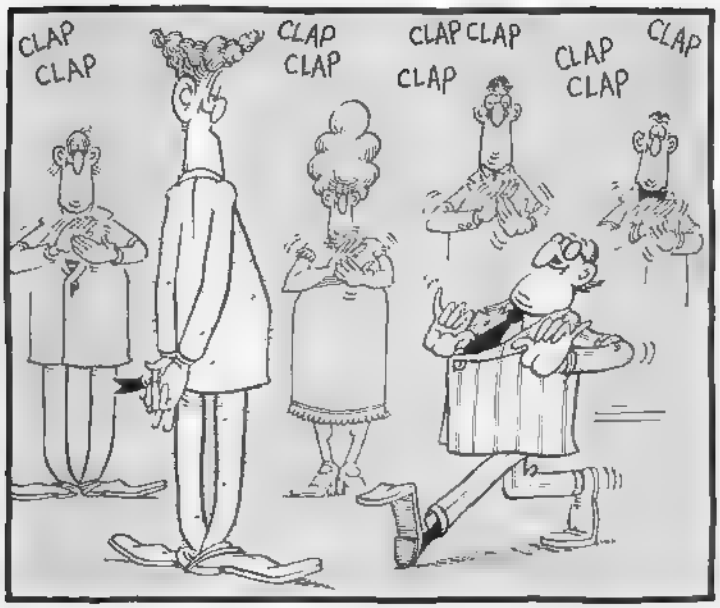
If you think that Evil Knievel is a sissy compared to yourself, you may be our man! Because there's one kind of driving that's far more dangerous than jumping lined-up busses or picturesque canyons . . . mainly, it's driving late-model cars with faulty steering, brakes, etc., that have been recalled by their manufacturers. Owners of such cars are paying big money to have these death traps driven back to their dealers for the necessary repairs . . . rather than take a chance themselves.

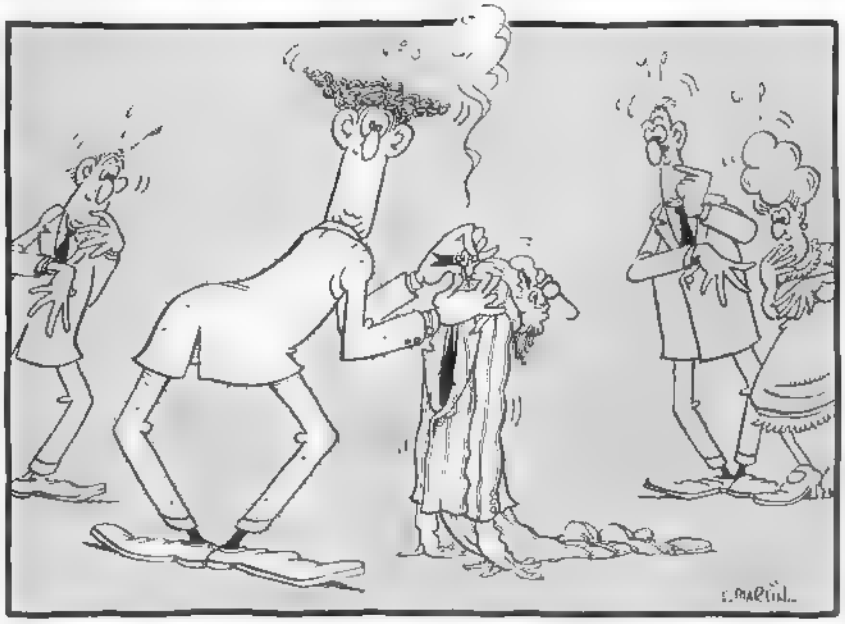
RECALLED CAR CHAUFFEURING SERVICE CO.
"Take The Bus And Leave The Dying To Us!"
WRITE BOX 27, ATTENTION: MR. DEREDEVLE
(Drivers with I.Q.'s over 75 need not apply!)

DON MARTIN DEPT. PART III

ONE EVENING AT A BANQUET SALUTING AN OUTSTANDING AMERICAN



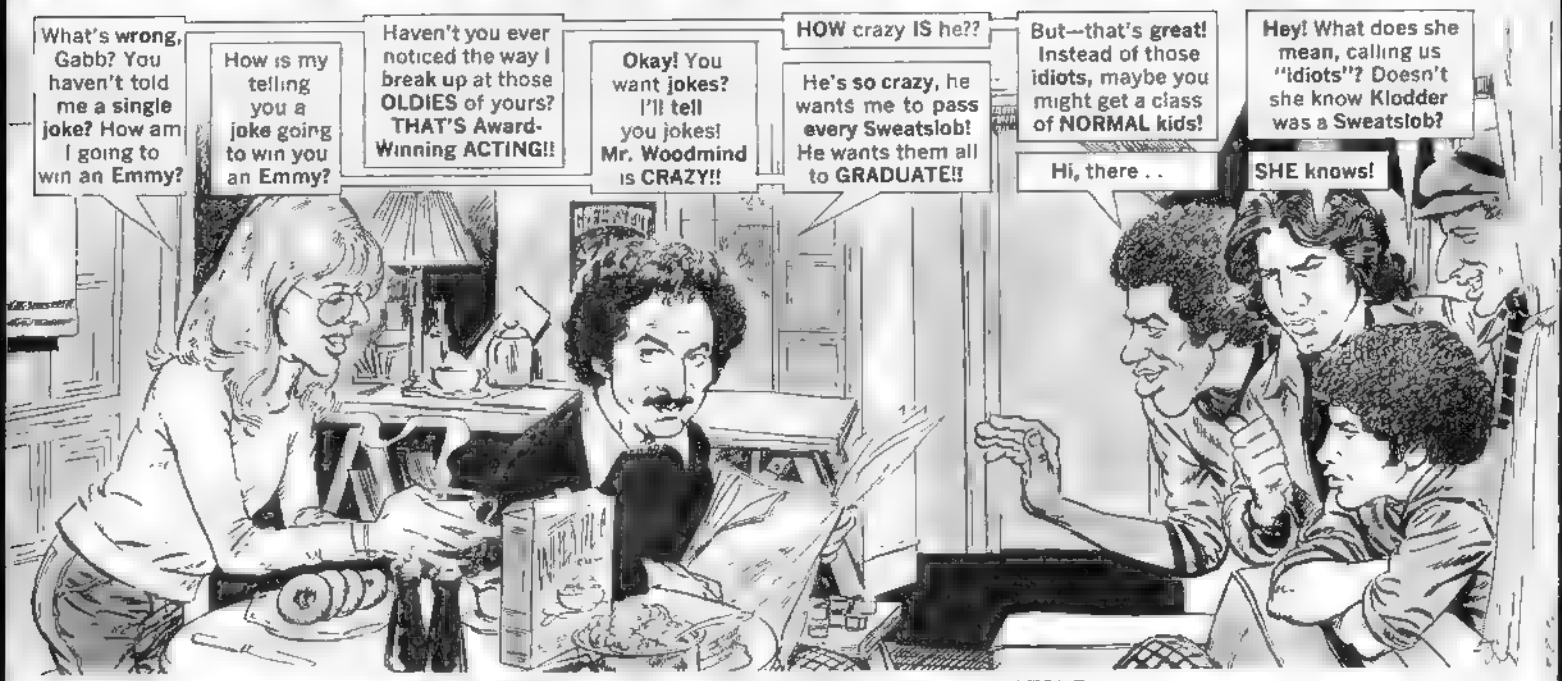




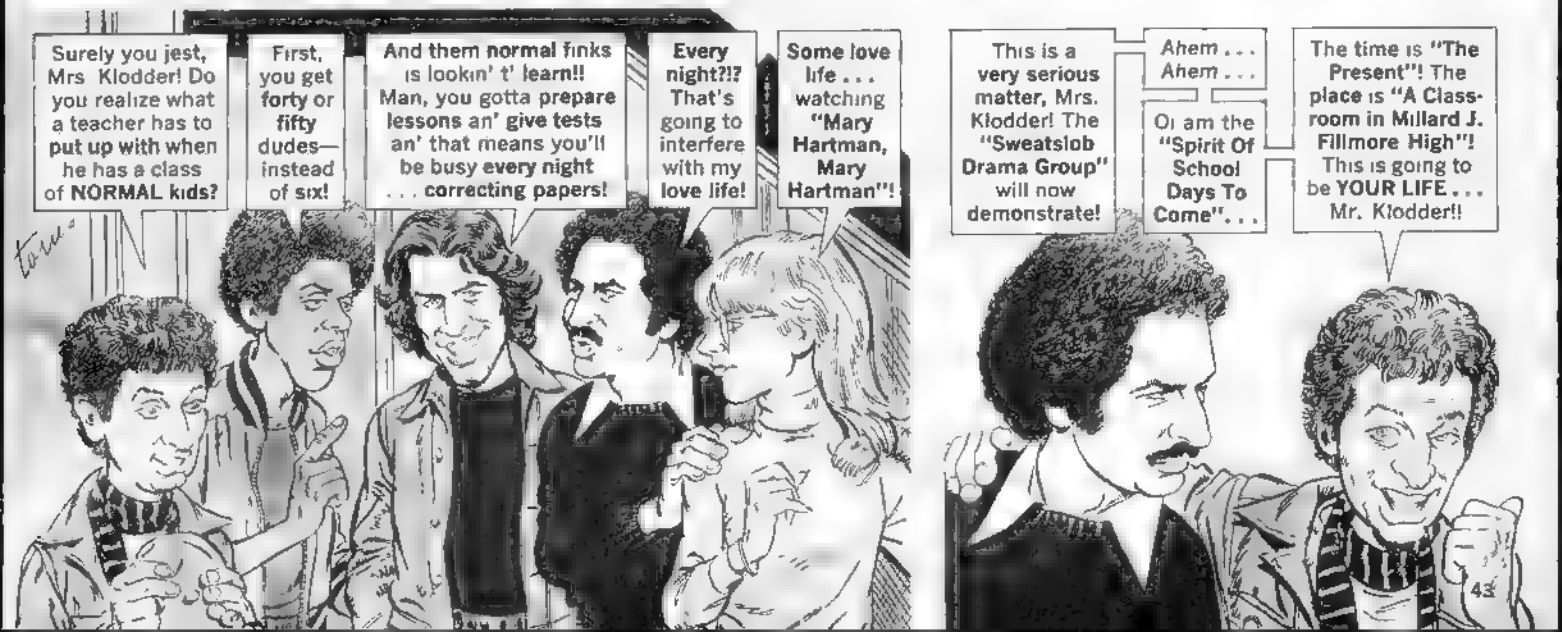
A GRAPPLE FOR THE TEACHER DEPT.

There's a new hit show on TV about a teacher and his spaced-out students in a Brooklyn High School. Now, everybody who ever went to school knows that someday, you gotta get out...even if you're spaced out of your gourd. Well, we got to wondering what it will be like when graduation day comes around on...

WELCOME BACK, KLODDER



ARTIST: ANGELO TORRES WRITER: LOU SILVERSTONE



Good morning, Class! Did I ever tell you about the time I was on Safari, and I shot an elephant in my pajamas . . .?

HOW he got in my pajamas, I'll never know!

We are not amused, Mr. Klodder! We are here to LEARN!

I seem to be having a bit of difficulty with Einstein's Theory of Relativity, Mr. Klodder! Could you assist me?

Stop, Spirit! I've seen enough! I don't want a classroom full of smartass kids asking me a lot of questions! Please don't let them take away my Sweatsjobs!!

Don't get uptight, Mr. Klodder! Maybe you might get a whole NEW group of delinquents!

Only they ain't gonna be TV delinquents like us! They're gonna be NORMAL delinquents who smoke . . . and curse . . .

★!☆☺#☆ &★☺! ☺& △☆☺!
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★☺☺#☺!☆☺☺#☺★!☺ &★☺☆

And carry switch blades!

CLICK!

And dig classroom violence!

And let us not forget the ever present Junkie!!

I hate to interrupt your games, but breakfast is served and you're all invited . . .

How can you talk about food at a time like this?!

Who's talking about FOOD?! We're having my famous TUNA Casserole!

Uh—we usually don't split before we eat, but this time, we'll make an exception!!

We'll take a rain-check, Mrs. Klodder!

I never ate no raincheck, but anything's better than Mrs. Klodder's tuna casserole!

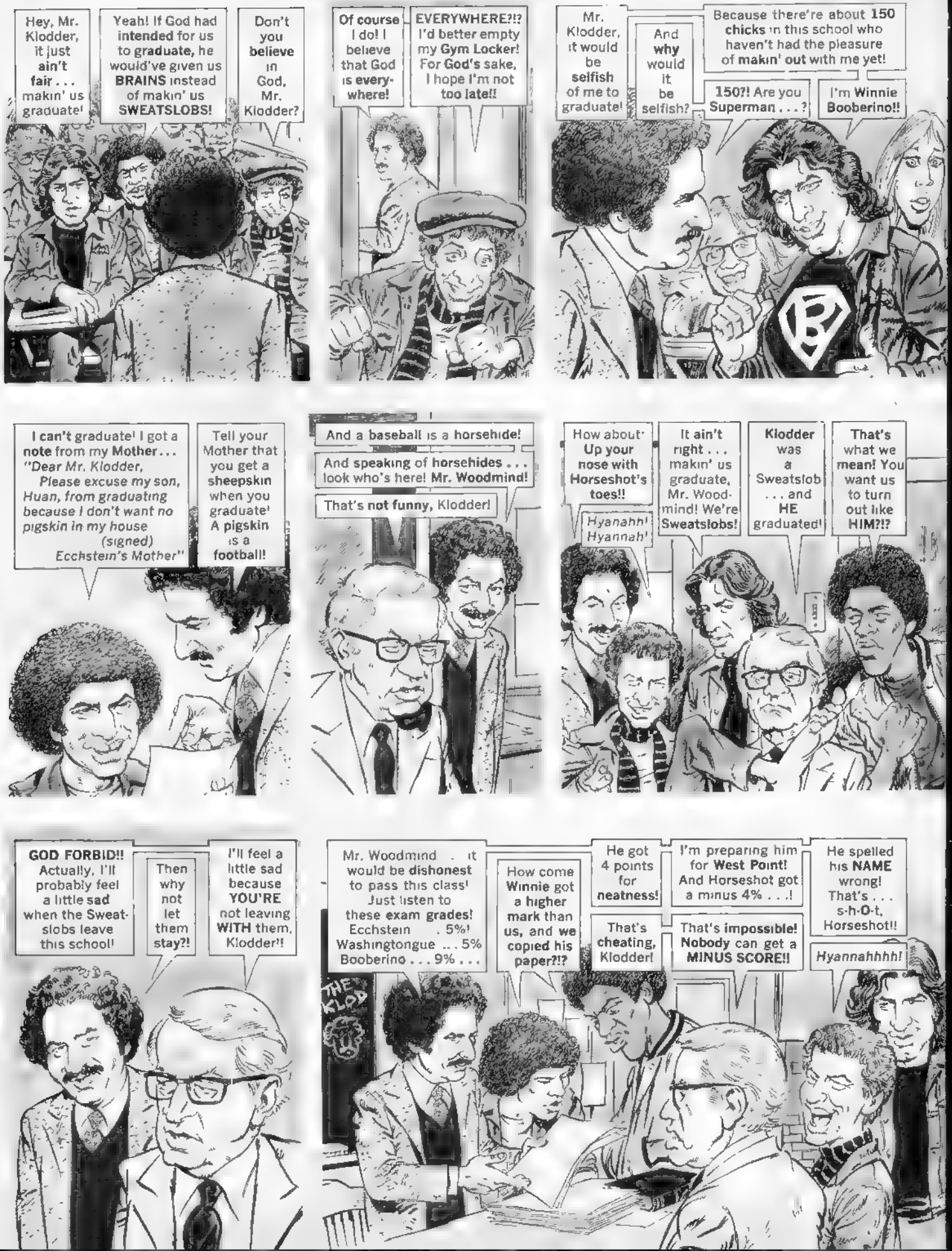
Come on back! You're all chicken!

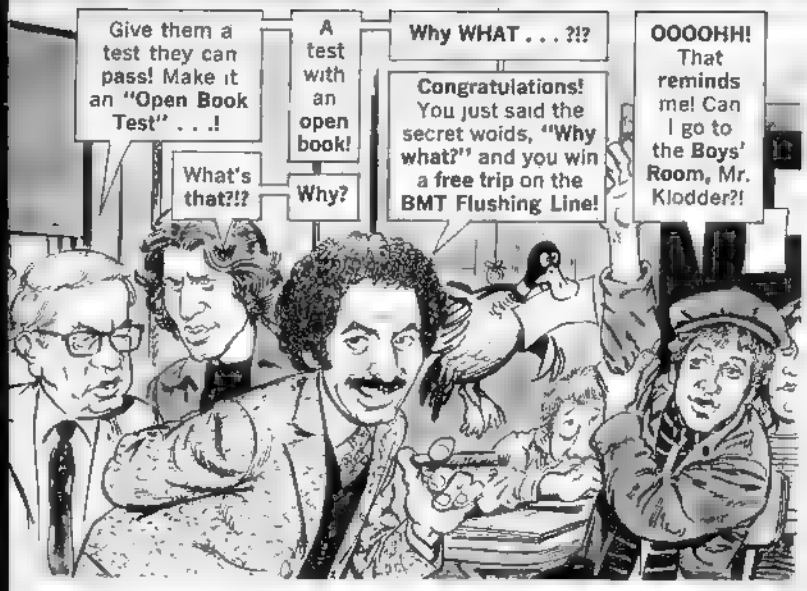
Cluck, cluck! Wait for ME!!

Oh . . . no . . . ! You're staying! You'll like it this time! I tried a new recipe!

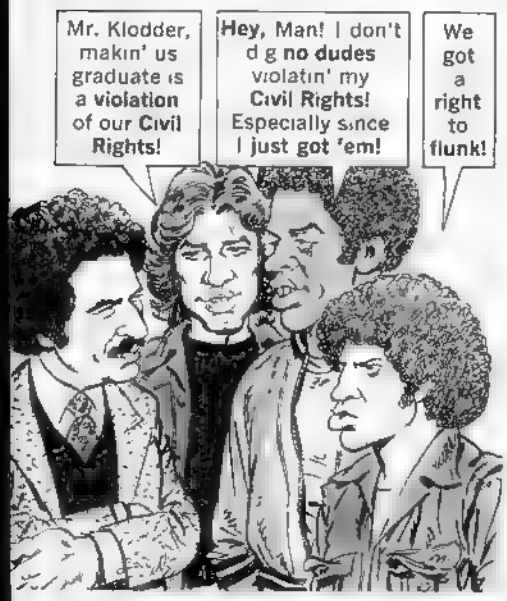
What's so different?!? It looks lumpy like always, K R-U NNNCH!

I told you it was different! This time, I didn't take the tuna out of the can!!

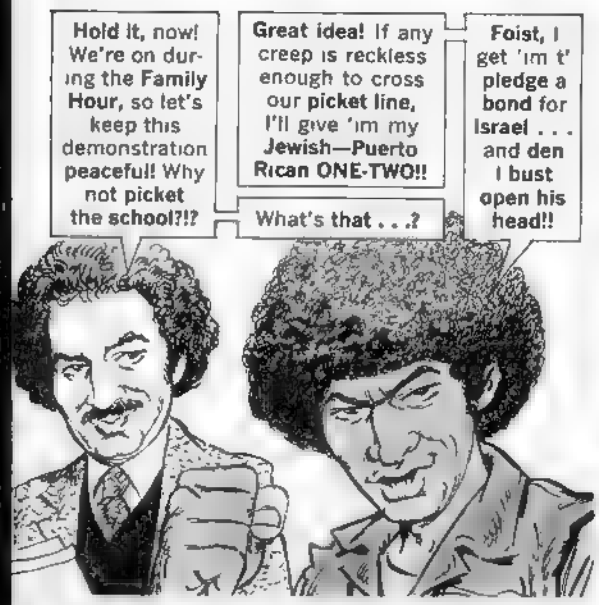

Hey, Mr. Klodder, it just ain't fair . . . makin' us graduate!
Yeah! If God had intended for us to graduate, he would've given us BRAINS instead of makin' us SWEATSLOBS!
Don't you believe in God, Mr. Klodder?
Of course I do! I believe that God is everywhere!
EVERYWHERE?!? I'd better empty my Gym Locker! For God's sake, I hope I'm not too late!!
Mr. Klodder, it would be selfish of me to graduate!
And why would it be selfish?
Because there're about 150 chicks in this school who haven't had the pleasure of makin' out with me yet!
150?! Are you Superman . . . ?
I'm Winnie Booberino!!
I can't graduate! I got a note from my Mother . . . "Dear Mr. Klodder, Please excuse my son, Huan, from graduating because I don't want no pigskin in my house (signed) Ecchstein's Mother"
Tell your Mother that you get a sheepskin when you graduate! A pigskin is a football!
And a baseball is a horsehide!
And speaking of horsehides . . . look who's here! Mr. Woodmind!
That's not funny, Klodder!
How about: Up your nose with Horseshot's toes!!
Hyanahh! Hyannah!
It ain't right . . . makin' us graduate, Mr. Woodmind! We're Sweatslobs!
Klodder was a Sweatslob . . . and HE graduated!
That's what we mean! You want us to turn out like HIM?!?
GOD FORBID!! Actually, I'll probably feel a little sad when the Sweatslobs leave this school!
Then why not let them stay?!
I'll feel a little sad because YOU'RE not leaving WITH them, Klodder!!
Mr. Woodmind . . it would be dishonest to pass this class! Just listen to these exam grades! Ecchstein . . 5%! Washingtongue . . . 5% Booberino . . . 9% . . .
How come Winnie got a higher mark than us, and we copied his paper?!?
He got 4 points for neatness!
That's cheating, Klodder!
I'm preparing him for West Point! And Horseshot got a minus 4% . . .!
That's impossible! Nobody can get a MINUS SCORE!!
He spelled his NAME wrong! That's . . . s-h-O-t, Horseshot!!
Hyannahhhh!

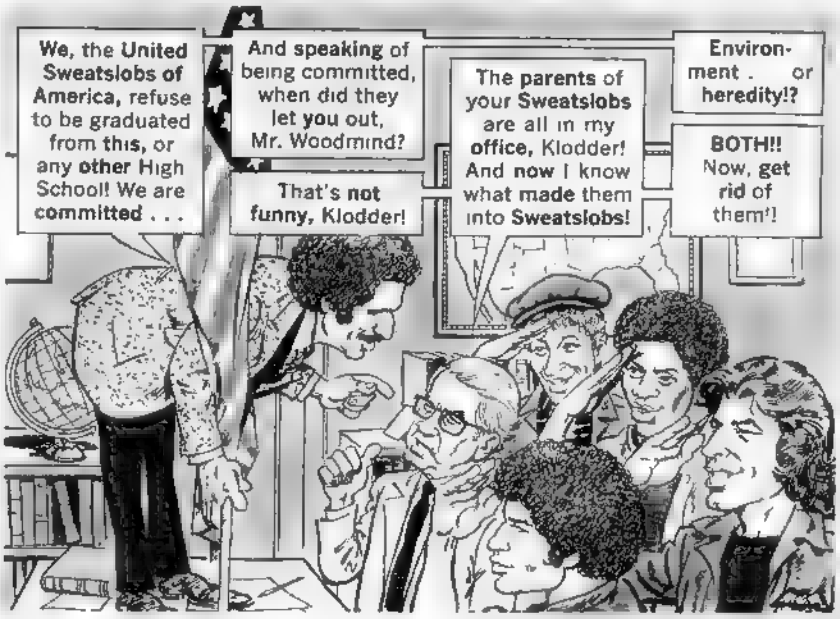

Give them a test they can pass! Make it an "Open Book Test" . . .!
A test with an open book!
What's that?!?
Why?
Why WHAT . . . ?!?
Congratulations! You just said the secret words, "Why what?" and you win a free trip on the BMT Flushing Line!
OOOOHH! That reminds me! Can I go to the Boys' Room, Mr. Klodder?!

I don't care What! Why? or How! I want those Sweatslobs out of my school . . . graduated nice and legal! That's an order, Klodder!
Aw—right, Woodie . . . drop de ruler . . .!


Mr. Klodder, makin' us graduate is a violation of our Civil Rights!
Hey, Man! I don't d g no dudes violatin' my Civil Rights! Especially since I just got 'em!
We got a right to flunk!

If you feel so strongly, why don't you do what Americans have always done when faced with a situation they dislike?!?
OOOOHHH! OOOOHHH! I know! When you don't like a situation, you change the channel!!
No . . I mean, why don't you act protest, like your forefathers?
I only got ONE father, Mr. Klodder! I got four UNCLES, though!
I dig! We have a Tea Party like in Boston, only instead of tea, we throw old man Woodmind into the drink!
But won't that ruin the tea?!?


Hold it, now! We're on during the Family Hour, so let's keep this demonstration peaceful! Why not picket the school?!?
Great idea! If any creep is reckless enough to cross our picket line, I'll give 'im my Jewish—Puerto Rican ONE-TWO!!
What's that . . .?
Foist, I get 'im t' pledge a bond for Israel . . . and den I bust open his head!!


We, the United Sweatslobs of America, refuse to be graduated from this, or any other High School! We are committed . . .
And speaking of being committed, when did they let you out, Mr. Woodmind?
That's not funny, Klodder!
The parents of your Sweatslobs are all in my office, Klodder! And now I know what made them into Sweatslobs!
Environment . or heredity!?
BOTH!! Now, get rid of them!

Hello, everybody! I'm Mr. Klodder!
Where?
Because that's my name!
Why?
Hynahhh! Hynahhh! Hynahhh! Hynahhh! Hynahhh!
I'll bet you're Adnoid Horseshot's father!
How can you tell? Most people think he takes after his MOTHER!!
Hi, there! How come you're throwin' our kids outta this school, Turkey!?
They're not being thrown out! They're graduating! They'll receive diplomas, and they'll go forth into the world, carrying the torch of learning . . .!
You'd better not give my Adnoid no torch!! He ain't even allowed to play with MATCHES!

Thrown out! Graduated! What's the difference?! They're gonna be out on the streets . and that's not safe, Mr. Klodder!
Don't worry! They'll be perfectly okay!
Hey! We're not worrying about THEM!! We're worrying about the REST of this city!!
You think it's a jungle out there NOW?!? Man . . just wait until you turn THEM loose in it!

Hold it! I've got an idea! And when Gabbreal Klodder gets one of his great ideas, it never fails! So go home! Relax! The Sweatslobs are going to stay in school . . . or my name isn't Jimmy Cagney! So take dat! My mudder tanks you! My fadder tanks you! An' I tank you!
Cagney? Gee, I thought he was doing Bogart!

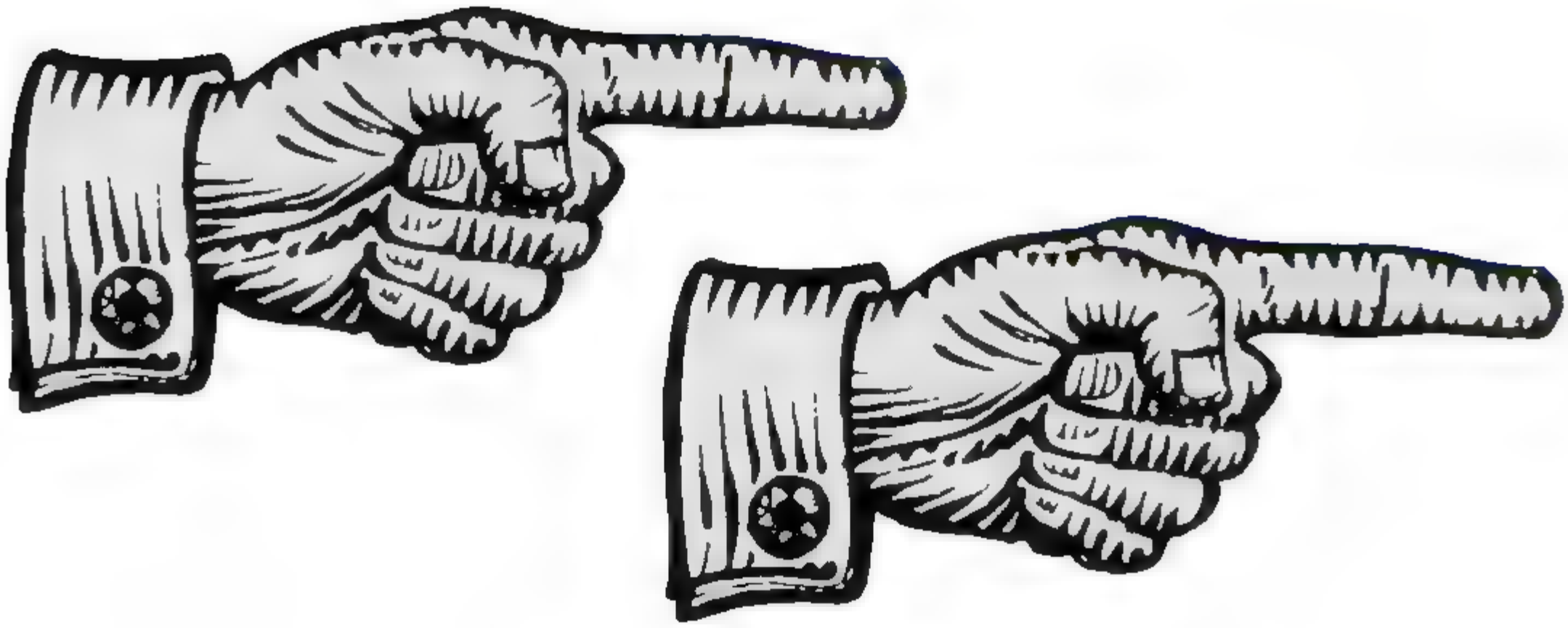
I've got a game plan that will keep you in school forever . or at least while we're in the Top Ten! I'm giving you the rest of the week off to let the citizens of Fun City have a sneak preview of what it'll be like with the Sweatslobs running loose!
I dig, Man When we do our thing, them civilian dudes'll demand that we get off the streets and back into school!

But if we pull some of the stuff we do here in school, we might all get busted!
That's right, Mr. Klodder! And if we're busted, we'll end up being incarcerated in the bowels of the bastille!
Forget it, Man! Ain't nobody gonna carcerate Wham Bam Washingtongue's bastilles!
Don't worry! You won't get arrested! The cops are too busy . . . hasslin' Hookers! Now go out and do unto the city what you have been doing unto this school!

PANT PANT
PHONE
Hi, Mr. Woodmind! And Mr. Woodmind!
TWO Mr. Woodminds?!
I must be having a nightmare! Muley! You gotta help me! Wake me up!!
I'm not Mr. Woodmind! I'm the Mayor! I'm TALLER than he is! Klodder! I want those kids of yours off my streets and back in your classroom!
11
I'm sorry, Mr. Mayor . . . but Mr. Woodmind gave me orders to graduate them!
Well . . . he just changed his mind!! Didn't you, Shorty? Or would you like to join the ranks of the unemployed?!?
Klodder! I want those Sweatsiobs back in school! Nobody graduates Millard J. Fillmore High School unless he EARNS that honor!!
We're glad to be back, Mr. Klodder! Them people on the outside don't have no sense of humor!
Right on! School is where the FUN is at!!
School's not for fun! That's the attitude I'm trying to eliminate!
Thassa fine, Boss! I'll take a glass of that . . .
A glass of what . . .?
A glass'a LEMONATE!!
STAR TREK
Did I ever tell you about my Uncle Henny?
No, tell me about your Uncle Henny!
KNOCK! KNOCK!
Who's there?
It's me, your Uncle Henny!!
I figured . . . since you're doing my OLD MATERIAL every week, I might as well do it MYSELF!
Now, take my wife! Please!
On our honeymoon, she said to me, "I have a confession to make! I have ASTHMA!" I said, "Oh, I thought you were ENJOYING YOURSELF!"
A fella says to me, "Got a match?" I said, "No . . . but I got a lighter!" He says, "How can I pick my teeth with a lighter?" Talk about Brothers-In-Law, mine is so cheap—

Nothing to see here!

Please skip ahead.



WHAT'S THE BEST THING TO USE TO SEE STARS?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Interest in Astronomy has grown immensely in recent years. But one new device has helped a lot of people see stars that they never knew existed. To find out what that new device is, fold in the page as shown:

FOLD PAGE OVER LIKE THIS!

A▸ FOLD THIS SECTION OVER LEFT ◂B FOLD BACK SO "A" MEETS "B"

A SKILLED STARGAZER CAN GATHER SCIENTIFIC MATERIAL ONLY WHEN HE'S PROPERLY EQUIPPED. BOUNDLESS PATIENCE ALSO HELPS IN THIS REGARD.

A▸ ◂B

ARTIST & WRITER: AL JAFFEE

WHAT'S THE BEST THING TO USE TO SEE STARS?

FOLD PAGE OVER LIKE THIS!

A▸◂B FOLD BACK SO "A" MEETS "B"

A SKATE-

BOARD.

A▸◂B

ARTIST & WRITER:
AL JAFFEE

Feb. 21, 1977

THE NEW YORKER

Price 60 cents

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